



Business Cards

Getting Started	<p>Who is receiving your card?</p> <ul style="list-style-type: none"> ○ Is it a customer? A supplier? A referral partner? A possible financier? <p>How is your card used?</p> <ul style="list-style-type: none"> ○ Once these contacts have your card, what do they do with it? Keep it for reference? Upload your information? Give your card to someone else? <p>What information should be on your card?</p> <ul style="list-style-type: none"> ○ Name: ○ Title: If you don't have one, make one up. ○ Company: Make sure the company name is decided as you will have a lot of these cards to be giving away. ○ Telephone: Use a phone number that will easily reach you and refrain from using a family phone. ○ Email: Use a professional email address. If not possible, create a new email address to be used on the card. ○ Address: Only put this if necessary for privacy and safety.
Design	<ul style="list-style-type: none"> ○ What size of card will you have? ○ Both sides or one? ○ Templated or customized design? ○ What colours will you use? ○ Do you have a logo? ○ What makes your card different? Embossing? Gold or shiny or cut-outs?
Printing	<ul style="list-style-type: none"> ○ Proof it and have a friend help as well ○ What paper type? ○ What printer? ○ How many?
Use them	<p>This is the most important part. Put them in the hands of the right people who may give them to others. Have them on you at all times in your purse, computer bag, car, jacket pockets, and anywhere else you can think of.</p>