



Pick a Card, But Not Just Any Card

By Dana Kader Robb

Culled from a variety of excellent sources, we bring you our top nine business card tips. Fell like you need a 10th? Call us and share yours!

- Carry a card holder so that the cards you give out are like new, not dirty and dog-eared from your wallet. Nothing makes a worse first impression.
- Pass out your cards discriminately. This is contrary to what a lot of marketers will tell you. But remember that the person to whom you hand your card may call you. If the thought of that makes your head hurt, take their card but hang on to your own.
- If you have a retail business, turn your business card into a frequent customer discount card.
- Bring enough cards! Susan RoAne, networking guru, reminds us that a napkin will not fit in a Rolodex. The excuse, "I just gave out my last card" smacks of poor planning. And that's not the way you want to be remembered.
- On the back of your card, print the phrase "Present this card for ____ ." When you talk to a prospect, fill in the blank. You might give them a discount or a free consultation or sample. The person will feel like they've gotten a special offer, one that is not available to just anyone.
- We are seeing more and more unusually shaped business cards. While they do get lots of attention, they're hard to file among other cards. Maybe it will be kept separately. More likely, it will be tossed out.
- If your office is hard to find, print a map on the back of your card.
- Include a list of other resources or 800 numbers on the back of your business card. When people save the list, they're saving your name and contact information too.
- Although pre-printed or perforated papers may seem an attractive, easy option at first glance, keep in mind that they are often more expensive than other alternatives in the long run. Remember also that you should have a consistent look in all your marketing materials. If you can't get letterhead, envelopes and brochures (at least) to match, try a different direction.