Business Card Tips

Business cards are an excellent item to have handy, whether you're at a networking event, going to a conference or presentation, or attending a job fair. It's a useful item to carry with you, and an easy reminder for those you meet who you hope will want to follow up with you at a later date. Having business cards available helps you appear more professional and prepared. They are simple to make so they reflect your personal style and career goals. Just keep a few important tips in mind:

1. DO have clear contact information. Your business card should include your name, career goal or professional tag line (students can include major and graduation year), phone number, and email. If you wish, you could also include the address of your LinkedIn Profile and/or other social media, or a quote that reflects who you are.

2. DON'T feel compelled to include every bit of information under the sun. Just as someone can lose attention when listening, someone can lose attention while reading.

3. DO make it look personalized by you. Use a color or font you associate with, or create your own logo for yourself. Canva and Adobe Spark are programs to help you with your design.

4. DON'T have a business card that is cluttered or overdone. Make sure whatever design element you use, doesn't overpower the information you are sharing. Additionally, having white space will give the person you are interacting with some space to write a note about where they met you.

5. DO ask someone else to look over your draft business card before ordering to make sure there are no spelling errors and that it is visually appealing.

6. DON'T spend a lot of money getting your business cards professionally done. There are a lot of free or low-cost options such as Canva, VistaPrint, and Adobe Spark.

Here are some examples of effective business cards that you can use as inspiration:

ABBIE GEISER
555-555-1234 • a.geiser@email.com
Aspiring Clinical Psychologist
2020 Graduate • Psi Chi President

Jacob Albright
Real Financial Advice from a Real Person

610-555-9687
jacob.albright@email.com
www.linkedin.com/jacob.albright