



7 Steps to a Better Business Card



Your Print Management Partner

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Introduction

They say you only get one chance to make a first impression. This is SO true when it comes to your business card.

What do you think it says about you and your business when you hand out free or cheap business cards to your prospective customers??

"Are these guys serious?!"



Or what do you think a poorly designed card would say about your business?

I can hear you say "but producing quality business cards is an expense?". Yes it is, but instead of thinking of it as an expense you should think of it as an investment and an asset to your business that will continue to bring in work and pay for itself many times over. You'll be thought of as a modern company who takes pride in their appearance.

While we're talking about costs – you need to spend money on design and print. Don't think that a flashy design will cut it and then print them at home on your home printer with perforated sheets! If you've spent the money on great design, do it justice by getting them professionally printed.

So without further ado... let's get to the **7 GREAT Steps to a Better Business Card.**

Goooooaaaallll...

Before making your card, try to determine your goal.

I know... this is often an area people forget - your business card should still be one of the hardest working parts of your marketing, even these days.

Do you want to introduce yourself and your business?
Do you want to stand out from your business market?
Do you use it as a reminder of who you are?

If you're able to determine your goals, then it will be easier for you to know what to put on your business card.

Also think of the market you're aiming at - think of this as you would with a leaflet. Market, Message, Media.

Size Matters ...

Keep to the standard size

Although it may seem odd as we talk about trying to stand out – you also want to think of how people will be storing your card – if yours doesn't fit in their new business card box, nifty sleeves or carry-around holder... yours could end up in the bin!

Standard sizing on business cards in the UK is 85mm x 55mm. In the US, it's around 89mm x 51mm.

This said - feel free to be creative within the sizes - you want to make as much effort as you can to make sure your card is seen, which leads on nicely to our Bonus Point.

****BONUS POINT 1****

Don't Be A Square...

Within the standard size, you have the option to get creative and choose die-cutting for your cards. Nowadays with the advancement of laser cutting too, you can have any shape you can imagine.



Be Two Faced...

Use both sides of the card

Even if someone is going to be putting your card into something that will only show the face – you have the time it takes them to put it into the holder, to grab their attention with something.

USE THE OTHER SIDE

Maybe you could include your services, a tagline or even include a compelling offer that would mean your customer can't put your card down.

Whatever you choose to put on there, please don't ever ignore the space on the back of a card and opt for single sided business cards.

The Devil's In The Detail...

No postal address

If potential customers know you have a trading address, it builds confidence to put this onto your card. These days, people don't mind if it's residential. If you don't want to be restricted geographically just say so on the card!

No landline telephone number

If you've only given a mobile number it gives the impression that this is not your sole occupation – are you taking calls while doing another job? If you must use your mobile - get a landline number and have it diverted to your mobile.

****BONUS POINT 2****

Tracking Numbers

Utilise tracking numbers on your business card and you'll be able to see how many calls your business cards generate. A tracking number is a virtual number that simply forwards to another number, but with the addition of tracking.



You've Got Free-mail?

Free email addresses (yahoo, hotmail or gmail)

These days, with technology at everyone's finger-tips it's expected that anyone and everyone should have their own website. Whilst you may think this is easy to do and shy away from the email address - this adds enormous credibility to any business.

If you already have a web url, it's very simple to add email on to this - you can even have it forwarded to your free email account. Just don't use your free email address to market your business - **it will make your customer run for the exit!**

Many web-hosting companies have an email package to bolt-on. These usually cost around £1 upwards.



Spell it out...

Define your business

Company name is not enough.

Tell them what you do and what services you can offer them. Describe your business well. You don't have to make it long. Even a short sentence or phrase will do. The important thing is the person who got your card will not be confused as to what type of business you have and what you do.

An easy way to break this down is to imagine the person you hand your card to has to introduce your business and what you do from **only** your card - could they do it?



You Can Call Me Al...

If you prefer Liz to Elizabeth or Rich to Richard, then show it...
Your name on your card should appear as you'd like to be addressed when your prospect calls you.

You don't need middle initials and you can even avoid qualifications, unless, and this is a big one...

The letters are necessary
&
Relevant to your profession

To have your cards professionally designed & printed, get in touch with us now for a quote

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