



Business Card Notes

by John Dale

These notes are to help you when you go to print your first business cards.

These cards are useful especially if you are running your own business but can also be useful during periods of unemployment to be a quick and easy way of passing your contact details on to prospective employees or contacts who might be able to pass the card on to somebody looking for employees. Everybody has their own views on marketing themselves and selling their services. You might agree with these and some points you will probably disagree with. We are all different and therefore need differing views. Remember that you are marketing yourself. The phrase that most use is that people buy from people and while this is true especially for small business when you progress to a stage of people are buying because of your brand then you have really made it in the business world. Examples of this are Apple, BMW, etc where people buy from the brand not the person.

Front of the Card:

1. Your name or Company name should appear at the top on the front of the card and any company logo if you have one.
2. If you put your company name at the top, put your own name underneath it in smaller but still highlighted text.
3. Don't print the whole of your name in capitals as that is still deemed as shouting. Use bold text.
4. If you have qualifications that result in an addition to your name (BA, BSc, etc) tell people about it. Add it to your name so people know they are dealing with a person of a certain educational level or with a relevant qualification.
5. If you are doing a card for a company title put your position in the company on the card under your name.
6. Tell people on the front what you do. A card I have in front of me at the moment says the company is a "consultancy, development, expertise". But what do they do? What do these three terms mean? It doesn't really say.
7. Tell people in straight forward language, plain speaking on your card. Do not use business language as some people in different streams of business might not understand and people outside the business world won't. Do not use examples like:
 - Going forward
 - Idea showers
 - Brain storm
 - Product evangelist, etc



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8. Also do not use acronyms – ISP, SOE, etc. Tell people in plain English what you do.
9. Add the contact details you want them to know. Telephone number, mobile number, email, website, etc. If you put your telephone number then split it up into banks of three and four numbers – 0773 645 4327 for instance. Make it easy for them to remember. The human brain struggles with more than four numbers at a time.
10. You might want to put your address on the card but I doubt, if you are a one-person band, if you would want this. If you have a shop or a reason for want visitors then add your address including the postcode. Ensure most mapping systems do take you to that address not to the local post office sorting centre or to a wrong place.
11. If you are going to make up an email address for your business think about this so that it is easy for the person to remember. Keep it simple and straight forward – first name dot second name @ company name.co.uk. Do not use emails without your name on it such as info@ or sales@ etc.
12. Choose a company name that tells people what you do and is simple to remember. What do 'Intersect PQ' do? Better to have a name that tells people – 'Increasing Web Use Ltd'
13. Some people like to have a photo of themselves on their card. This can be useful if you are offering a service where the visual look of the person is important – entertainers, public speakers, front of house manager etc. Ensure you get such a photo taken by a professional photographer who specialises in business people photos. If you are applying for jobs in some countries (France for example) this might be a must.

Back of the Card:

1. Do not forget the space you have on the back of the card. It only costs a few pounds to print on the back as well as the front and gives you more advertising space.
2. Tell people what you do, examples or better still endorsements are a good idea. This is where you can start to sell yourself. Don't forget to ensure that you answer the question here on what makes you different from others in the same business field.
3. You might also want to put some information on the type of customer you are looking for. An architect for example might say that they only do plans for shops or for domestic properties.



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4. Be careful putting prices on there. Some people say prices start from..... These often are very basic guides and 95% of prices will be much more. This can work against you as people always relate back to the price you quoted.
5. Space – perhaps leave a little space. Some people like to write on cards where they met the person and perhaps a reason, they might want to consider using their services or passing them on to somebody they know. Not everyone likes this idea.
6. Try not to repeat anything from the front as that is pure a waste of space.

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