

Business Cards - The Essentials

The information

The only pieces of information you need on a business card:

1. Your Name
2. Your Company logo
3. Preferred method of contact

But you could also include:

4. Job Title
5. Web address
6. Physical address
7. What do you do?
8. Social Media
9. QR Codes
10. Picture(s)
11. Accreditations & Groups
12. Other things to consider...



8 Which account(s) do you want people to see?

- facebook.com/yvonnegorman
OR
facebook.com/essentialprint
- @yvonnegorman
OR
@essentialprint
- linkedin.com/company/essentialpr....
OR
linkedin.com/personal/yvonnego.....

Shape, Size & Weight

Standard size: 55mm x 55mm.

Sticking to this size will ensure it will fit in most business card wallets and holders.

The standard weight of board used for business cards is between 350gsm-400gsm. Ensure you obtain a sample before purchasing.

If you wanted to stand out from the crowd think about:

- a) different size
- b) different shape (i.e. rounded corners)
- c) really thick card (aka 'Duplexing')
- d) cutting out a shape in the card
- e) apply a special finish ("VIP")
- f) make it useful

9 Quick Response Codes (QR Codes)



Download **FREE** software to your smartphone. 'AT&T Code Scanner'

Google search for "QR Code Generator" or visit qrstuff.com



Create your QR Code and use preview to test the information with your phone and other phones (if possible).

Web page	iTunes Link	Email Message
YouTube Video	Plain Text	Contact Details
Google Maps	Tel Number	Event
Location	SMS/Text	Paypal Link
Social Media	Email Address	

Download the code image and insert it into your document and literature.

Always test before printing lots of copies and don't make it too small.



Happy Scanning!

10 Picture perfect. People buy from people.



12 Size matters

Use font size 6pt or bigger. Make it easy for people to read your business card information or they may not bother at all.

12 Variety is the spice of...print.

Digital printing allows for more than one business card design to be printed at no extra cost. Use this to your advantage.

Test and measure; which card gets the best response?

Pick n' Mix Print; Use different product images, colours and content to keep your message fresh and seasonal.

It pays to find a Print Buddy; if you know someone who also needs business cards and you both want the same specification, then team up with them -it will half the cost.

12 Choose quality

Make a good first impression. Business cards could be the first piece of literature a prospect will receive from you.

How will you present your card?

What does your business card say about you and your company?

