

Business Cards: The Ultimate Marketing Tool

A business card is probably your single best marketing opportunity, often times taking the place of an organizational brochure.

With that said, there are a number of must-have items to include on your business cards: your name, title, voice, fax, and pager numbers. You should even consider adding your email address and a cell phone number. I have my cell number on my business cards.

If these are not personal social cards (hmmm...there's an idea for all you single people out there), don't forget to add the organization logo, name, address, and tagline—if there is one. I even recommend including a one-sentence description of your business or mission. This is often a big miss by many!

For example, if I had a business called Tappler Consulting Services, and designed some business cards for this business, I had better make sure to include a description of my services on the card. Consulting is such a broad subject that if I don't tell my audience what kind of consulting I do, I will have missed a golden opportunity. Do I provide consulting services on technology, organizational development, personal image development? Get my drift? Just be sure that what you do is obvious to your audience.

Also, don't forget the back of your card. To include something on the back of your card is so inexpensive, and goes such a long way. On the back of my business cards, I include a one-sentence statement of what I do, my soon-to-be copyrighted tagline, and a statement encouraging people to sign up for my FREE eZine.

Hands down, a business card speaks volumes about you or your organization, so make sure it is one of the nicest pieces you produce. Make sure all of your

information is current. Never cross out info or insert handwritten corrections; it looks very unprofessional.

Here are some other ideas for business card uses:

1. Social cards

Give family, friends, or people you've just met an easy way to remember you and your contact information.

2. Invitations

Invite someone to an event. Print the event theme, date, time, and location of the event. Also include any special instructions they should do before attending (if there are any).

3. Department or ministry piece

Hand out something that communicates the mission or vision of your department or ministry.

4. Appointment reminders

Remind people they have an appointment with you by branding your card and inserting a fill-in-the-blank line for the appointment date and time.

5. Process/procedure reminders

Reinforce your process flow or procedure. This gives people something small and easy to carry around.

Business communication expert LaShaunn Tappler is the principal and creative director of LT ComDesign, LLC, a firm that helps entrepreneurs, businesses and faith-based organizations build their businesses through high-impact marketing materials and improved business communications materials. These materials help them look more professional, attract attention, persuade others, and ultimately be more successful. To learn more about how we've helped people just like you grow their business, and to sign up for FREE marketing how-to tips, ideas and resources, visit us online at <http://www.LTComDesign.com>.

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