

WNYEC Best Practice / Differentiator

Candidate Persona (area)	Business Cards (subject)
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Best Practice Topic	Best Practice Description
Biz Card Content	The new preferred style is the "mini-resume". In addition to name, title/objective, contact info, LinkedIn and other links, use the back to remind your reader of your capabilities and results via bullet points. Also include a few blank lines on the back for folks to write notes (where they met you, actions to take, etc.).
Biz Card Format	Consider your target reader when choosing between subdued professionalism and unforgettable, creative shapes, fonts and colors.
When to Use	Always carry, typically shared after some dialog/reason to connect is obvious. Include in mailings, network correspondence, etc.
How to Make at Home	Buy Biz card stock (box of 20/25 sheets - 10 cards per sheet) - print both sides - 80# stock - about \$20. Try Avery 8731, Wausau 74001 or equiv. Need resume quality printer - use Avery template 8371 within MS Word
Where to Buy Premade cards	www.vistaprint.com - use their premium business cards. 250 matte finish color front/B&W back is about \$15.
FAQ	Answers / Advice
Is it cheaper to make or buy biz cards?	Cost is \$5 to \$10 more per 200 to make at home, depending upon options purchased. Make allows flexibility if you need different biz card versions or you want to use a logo or font that coordinates with letterhead, etc.). Buy is easier (be sure you proof for NO mistakes)
Is there a quality difference	Purchased biz cards are a bit higher quality, but not a significant or noticeable difference
Can I do a standard front-only card	Sure, but it's not a best practice. Your card receiver won't remember your skills and accomplishments as well as you can print them onto the biz card back. Give your new contact the best chance of promoting you to others with a mini-resume card.

INTERNET ADVICE / RECOMMENDATIONS

5 tips for better business cards	<ol style="list-style-type: none"> 1. A card should clearly state the solution to a client's problem 2. Include many different contact points so clients can select their preferred method 3. Use the back of the business card to provide useful information 4. Ensure that your card is appropriate to the industry and the audience 5. Always have some on hand
How to make your Business Cards UNFORGETTABLE	<ol style="list-style-type: none"> 1. Only the most creative, unique and memorable business cards make UNFORGETTABLE impressions. As an example, a thick, colorful, double sided, bold, shiny, and best of all simply message. 2. Stand Out - color RED, PICTURES, VERTICAL vs. horizontal layout, BLACK BACKGROUND vs. white, and IMAGES stand out! (remember - vert format doesn't file well) 3. Creative and unique ways to enhance your card: Size or shape(s), trading cards (like baseball), Cartoons, Table/Chart, Die-cutting, Motivation, Stickers, etc. 4. Implementation (print 'em up and hand 'em out) but remember: It's OK to spend money, cause this is money well spent, and use a local printer for obvious reasons.
How you should feel about your Business Card....	<i>"This is my business card. There are many others out there, but none of them are like mine – because there's nobody else like me. My business card is not a formality. It's not a piece of paper containing my name and contact information. And it's not another annoying thing to keep in my pocket. My business card is the most important networking tool that I own. It's a reflection of my personal brand and a bite-sized morsel of the mission of my business. I LOVE my business card. And I can't wait until somebody asks me for one. Because when they do, I will find a way to give that person value." "Businessknowhow.com"</i>
External Links & References Biz Cards	http://www.vistaprint.com Card Design and Printing Services Best Practices Master.xls