

## About Business Cards

The card should be professional, easy to read and easy to understand just what it is that you do. As the card is only 3.5 x 2 inches in size, there is a lot to accomplish with this small space.

### **Some ideas to consider when designing your card:**

- Make it readable, and the type large enough that the receiver doesn't need a microscope to read the copy.
- Keep in mind that your goal is to communicate a message to your prospect, not to create a work of art for a gallery.
- Definitely make your card stand out from the pack, use bright colors, a handsome card stock and your photograph.
- In reality, business cards are cheap, no matter how much you spend to produce them. Whatever the cost, it is worth it if they are well designed, it is alright to spend a little.

Put your card on a table and lay it out next to your competitor's cards and others you have collected recently.

- How does your card stack up in the pack?
- Does it stand out, does it tell your story, does it adequately reflect you and your business?
- What captures your attention in the group?
- Is it colors, photos, images, the unusual cards, the size or shape?

Cards can be made in so many different ways such as folded, die cut, or of different materials.

Make your cards the envy of your competitors, make it a collector's item – we at Speedway Printing will assist you in every step of the way.

Be sure to use the back of the card for something, it doesn't cost that much to have the back printed as well.

Use your imagination. What business are you in? Use the back to tell something, something you would like to share with the card receiver.

Remember this, if you get your card printed by some Internet printer, you will have a card that looks and feels like it was done by an Internet printer.

Use Speedway Printing to help you create a masterpiece, we will help you with the creative work, and then print the card with the care it deserves.

Be sure to have your cards with you wherever you go. Make a connection first with a potential customer, then ASK them if they would like to have your card.

Hand it over as if it were gold (which it might be), and remember, after all, it is not just a piece of paper with your name on it, it is a reflection of you personally, your business and a networking tool. Make sure it reflects your identity, your business and gives the receiver a great first impression.

Why should someone do business with you, what is the benefit of knowing you?

For a card that works, don't crowd the card, make sure to use your professionally done photograph, stick with the standard size, and use the best stock and colors available. If you don't have a slogan, write one and include it on the card. Keep the card current, use all of your contact information, and use both sides of the card. You might even consider several cards, each one focusing on the various services or products you offer.

And be sure to contact Speedway Printing for the best prices on your new masterpiece.