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Printing Your Own Business Cards With Your HP Laser Printer

Often, the first piece of marketing material that your client sees is your business card. A business card is a vital tool that helps you maintain and build your business reputation. Getting your business card into your potential customers hands is crucial, as it contains your name and contact information. Make a great impression when you hand your business cards to your customers by designing and printing them on your color laser or inkjet printer. Modern printers can produce printing press like quality while saving you money. Money that you can put into your other marketing methods. A color laser or inkjet printer and some inkjet or toner cartridges are all you need to get started.

Desktop publishing programs, like Microsoft Publisher, Adobe InDesign make it easy to produce amazing business cards. Your color laser printer or inkjet printer can produce professional looking cards, however you have the option of taking them to a commercial printer as well. The in home printing option is typically less expensive and gives you the flexibility of quickly making changes or printing only as many as you currently need. The following elements are vital in any business card you create:

1. Include Your Company Logo and Name
2. Your Full Name and Title
3. Your Company Address, Fax and Phone Numbers
4. Include Your Email Address
5. Don't forget your URL, or web site address

Software like Publisher and Business Card Factory have wizards and templates that make designing your own business cards a breeze. Advanced users may want to try their hand at designing the card from scratch. I recommend that a first time user take advantage of the templates provided by your business card software. Want the best results possible from your printer? Buy good blank business card stock. Companies like Avery sell business card stock that is designed exclusively for this purpose. Visit your local office supply store and browse their business cards. You may even find some that already contain beautiful designs, just waiting for your information to be printed.

Need To Include Even More Information? Print two-sided cards

Creating two sided business cards is a great way to include additional information on your card. You might want to include one of the following:

1. Map
2. Driving directions
3. Include a Coupon or Discount Savings
4. Special discount for a referral
5. Your Mission Statement or Slogan
6. A list of your products or offerings
7. Translation of side one into another language

You can save yourself a lot of time and effort when printing your cards by printing test copies on plain paper. Make sure you've worked out all the "kinks" in draft mode, before using up your color laser or color inkjet cartridges.

Once you've created your business cards, briefly enjoy the how much money you've saved by using your own inkjet or laser printer and printer ink cartridges. Then, get them out there and see the marketing increase your business.

Before you purchase your [Inkjet Cartridges](#) on the internet, be certain you check out the [Inkcarts.com](#) web site. Our Knowledgeable Personnel can help you with all of your [HP Toner](#), printer ink cartridge and laser toner requirements.

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