

Published based on [Making Amazing Business Cards For Your Business](#)

# **Making Amazing Business Cards For Your Business**

How many business cards do you suppose you have viewed in your lifetime? Are there any tacked up on a bulletin board nearby? Are they stacked up in a corner of your desk, or tied together with rubber bands in a cubby? How often do you return to them, even the very oldest you possess? Chances are that you are using them all of the time without even thinking about it at all.

As far as marketing goes, the little handout with your information on it is probably the most popular of all time. This is for very good reason, to be sure. These tiny items can contain a wealth of info, all while being enjoyable and informative at the same time. They can show who you are to a very good advantage.

When doing so, always remember that there are certain things that every good giveaway must have to do the most work for you. The first important item is your name. These calling cards are about you, the giver, and must represent you by your given name. When the call comes in and you want to receive it promptly, a vague description of a stranger will not do. Your name receives top billing.

How to get in touch with that name is of primary importance as well. Always be sure to leave at least one direct telephone number where you can be reached during business hours. Always include an email address, as it is common practice to use electronic mail for much of the usual communication situations nowadays. If you need the clients to actually come in to a store, they will need the physical address as well. This is always supposed to be about how the receiver can find you personally.

This next bit of information may seem silly, but many miss it entirely. Make sure that the reader of the giveaway knows exactly what you and your company do. Some designers get so carried away with designs and image that they neglect this most basic piece of information. After the card sits unused for a spell, the possessor may forget what it represents, so make sure that they cannot.

However, this does not mean you have to stay plain and boring, not by a long shot. Juice up the advantage with nice graphics, neat images, and eye catching color and design. However, and this is of great importance, be sure to keep it legible. Some cards look extremely edgy, but the graphics are such that they cannot actually be read. Look cutting edge, but stay legible at all times.

And please, please keep your information updated! Nothing speaks of a lackadaisical attitude than an outdated handout with new information scratched on with an ink pen. This looks entirely unprofessional as well as being hard to decipher. When your business changes your giveaways must change with it. It is a way to always look professional.

Business cards are simply not just for people in gray flannel suits any more. They are for anyone who has a reason for sharing contact information. Use them in business of course, but they are also valuable for social and other events. They can show you in a very favorable light, so go with the best you can find.

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