Make an impression with your business cards

When you're out and about, your business cards will be the first item potential clients have to see what you offer. It is thus very important that they make a good impression, since research shows it takes only seven seconds for someone to form an opinion...

Despite the latest online trends in networking and marketing, business cards are still one of the top networking tools in business, and they are used to show off brand, motto, and ambitions.

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Follow these tips to make sure your business cards establish a proper perception of your company.

- Illustrate the most important information about you as a person and your business. Include your name and title, as well as your contact information. If you're internet savvy, you might include your social media links, but make sure they don't detract from the overall card design.
- Make certain your business card is coherent: maintain colours consistent with your brand and logo, and make sure your details are free of errors and easy to read. Too much information looks unprofessional.
- Show off a unique design that represents your brand and maintains a balance between creativity, strong text, and design. Make your card stand out by choosing a custom size and shape, a different type of paper, or other details such as cut-out or transparencies.
- Your card should be eye-catching and memorable enough to prevent it from being thrown away. If you get the design right, people will want to show your unique card to their friends.
- Make sure your cards are printed in top quality. If you use high quality printing and paper stock, you will show that you take your business - and by implication, your customers - seriously.