



## Your Business Card

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The business card is a great way to exchange contact information as you network in person. Did you know that you don't have to wait for your first job to have your own business card?

You can easily create your own using free online templates or have it professionally printed. Companies like [www.vistaprint.com](http://www.vistaprint.com) have really affordable options for students. Here are a few do's and don'ts:

### DO

- Use color sparingly for interest and emphasis.
- Pay attention to alignment to ensure readability.
- Keep the design clean and simple.
- Stick to no more than 2 font types / sizes.
- Write your name, title (you could say "History Major" or "Student in Marketing Communications"), University & expected graduation date, contact information and links to your website, blog, and professional social media accounts.
- When receiving a card, do look at it for a few seconds to show interest.
- Write notes about the contact on the back (not the front) of the business card after the exchange.

### DON'T

- Use fancy pictures, designs, clip-art, or slogans.
- Use non-standard size or gimmicky business cards.
- Print business cards on cheap, thin paper.
- Use outdated cards with hand-written edits.
- Hand out business cards that are creased or stained.
- Hand out your business cards between your middle and index finger. Use your thumb and index finger or both hands when receiving/ giving cards.
- Put your contact's business cards or your own in your back pocket or wallet. Instead, keep a professional carrying case in your jacket pocket.
- Ask others to distribute your business cards for you. It is an important part of establishing a networking relationship!

