

NETWORKING BUSINESS CARDS: An Essential Tool for Career Management

Formatting: Simple is best

- White space (spacing) provides balance
- Conservative design
- Common, sans serif font
- Phone & LinkedIn large enough to read
- One font style throughout
- Dark ink, light paper (contrast)
- No more than two ink colors
- Professional contact information
- Include LinkedIn
- If more than one area of expertise, create a different card for each one
- Show your expertise in words or image
- Consider a slogan - a 'brand statement'
- Avoid using your photo
- Add LinkedIn or your URL

On the back: say more, but leave writing space

- Add occupational & industry preferences
- Add a QR code for quick access to your full profile on LinkedIn or your URL (Search 'Free QR Code' to make one & add it as a jpg or if using Vistaprint, do it therein)
- A brief highlight of qualifications can convey your most important selling points -know what you have & what employers seek

Proofing:

- Have others proof for clarity, professionalism, spelling, & punctuation...and design
- Read backwards, last word to first
- Edit if your contact information changes

Printing: Save money & do it yourself

- Make a sheet at home to test with friends
- Use standard business card paper
- Avoid outrageous clip art or logos
- Online choices are available for low cost, professional printing on card stock
- Print 100 - 250 cards at a time
- Always have a personal card, even when employed
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