



Print Business Cards: An Effective Networking Resource

Networking is the key to being successful in business. However, while it is one of the most important aspects of marketing your product/service, many businesses and professionals put little effort in networking. Networking is a great way to meet new people, identify new opportunities, business partnerships, create exposure, and receive referrals.

One of the best ways to improve the success of networking is through the distribution of your business cards. While most professionals take the time to print business cards, few spend enough time or effort using them to network. How do you expect to get business if potential clients or prospects do not have your contact information?

The internet has expanded networking capabilities through social networking sites (Facebook, LinkedIn, etc.) Business cards have an effective online presence, as many online printing services allow you to create business cards for Facebook as you place your print business card order.

To improve your networking efforts, professionals must use business cards. The following is a list of tips for networking using print business cards:

- *Always have them with you:* What is the point of printing business cards if you leave them at home or in your office. Regardless of where you are going, make sure you have some available. Keep some in your car, your wallet, and consider getting a business card holder. You never know where a networking opportunity will present itself.
- *Whenever you give one out, ask for one in return:* This is just good business card etiquette. Exchanging business cards is a great way to uncover potential opportunities. It also helps get you referrals.
- *Give them out to everyone:* regardless of who they are, every person you encounter has potential to get you a referral. Give them out to family, friends, clients, and anyone else you think could help you in some way.
- *Make your card worth taking about:* Create a business card that will give recipients something to talk about. Creating an effective slogan or a creative design will keep you in the mind of the people you give your card to.
- *Place your card on bullet boards:* Bullet boards are a great place to post your business cards. You should take advantage of any opportunity to give out a card. Check your local library, school, supermarket, or business for a place to leave your business card.
- *Include your business cards with all correspondence:* Every time you send out a communication make sure you attach you business card.



- *Give people a reason to hold onto your card:* Try and include a useful function on the back of your card. Some people include a calendar, a list of services, or a map to find their office. Savvy professionals have begun to use 2 in 1 business cards. These cards are a business card with a phone card on the back. This is a great way to ensure your clients hold onto your business card for a long time.