

Business Card Basics

Using Business Cards to Market Yourself:

- The CSO highly recommends you have business cards printed so that you can use them for networking.
- Business cards are affordable and accepted in social situations (unlike resumes).
- Most copy centers will print business cards. You can also use Staples or Office Max.

Designing Your Card:

- Keep the design simple and classy.
- Use a legible font that can easily be read by people who wear glasses. 10 point font or larger is usually ideal.
- Do not use strange colors or graphics, unless you are a graphic designer or artist.
- Use a professional ink color (maroon, blue, brown, black) on gray, cream or beige card stock.
- Make sure to select a high quality card stock that is at least 88 lb. weight.
- Your contact information should match that which appears on your resume including your full name, your phone number, your long-term email address and a fax number.
- If you do not have a fax machine, you are welcome to use the CSO fax number: 617.521.3893.
- We do not recommend using your cell phone number as your primary number simply because you never know where you're going to be when a potential employer calls. Better to use your home number and return the call when you are in a quiet, private place.

Networking:

- Carry your cards with you all the time.
- Never pass cards out during a meal.
- Be mindful of people's time when talking business at a social event.
- Ask a potential contact if you can give her your card and be sure to ask for hers in return.
- Develop a system for storing cards at events. Put your cards in your right pocket and cards you have received in your left.
- In private, jot notes on the back of each person's card to remind yourself of why you're interested in connecting with that person, what information you have about that person and what you have talked about thus far.
- Spell the person's name phonetically if it is difficult to pronounce.
- Treat cards with respect. A card holder is a good way to ensure that cards do not get soiled or bent.