



NETWORK | INTERACT | DEVELOP

NETWORKING BUSINESS CARDS

What are networking business cards?

These are personal business cards that you can give to anyone who might be able to assist you in identifying networking contacts. They are especially useful in "Networking All the Time, Everywhere" and when attending networking events or other group networking activities. They are usually used without your resume.

Most individuals tend to use a one sided business card. Some recommend using all the white space on the card including the back to promote your value added skills, tagline or brand.

Caution--If you are employed while doing networking for occupational information or for your job search and don't want your employer to know that you are networking, consider not using networking business cards or using them very carefully, asking people not to pass them on.

What should be included in a networking business card? At a minimum include:

- Name
- Job title you desire (Systems Engineer) or a tagline indicating the kind of work you are targeting or are trained for (Examples: Turn-Around Consulting, BA in Advertising, Organization Development Leader, Finance Professional, and Writing, Editing & Design)
- Phone number (cell and/or home); E-mail address
- LinkedIn personalized URL
- Mailing address is not recommended because these cards get spread around and you have no control into whose hands they fall. Preferred methods of contact rarely include mail, anyway.
- Optional: QR code that a smart phone can use to connect with a web address. Not all images print clearly enough to be read and not all smart phone cameras have a resolution strong enough to process the image.

Where/how do I get networking business cards? How many? Other tips!

- Make your own using clean line perforation paper from the office supply store. Easy to design using word processing or graphic design software.
- Online print stores like www.vistaprint.com offer inexpensive professional-looking cards with graphic designs you choose. It is OK that they advertise on the back but if you prefer, you can pay more to eliminate that
- Discount office supply stores and print shops will make networking cards to your specifications.
- It is suggested that you get 500 networking business cards. The object is to get them all out in 6 to 8 weeks. Then order more. Give about 20 each to close friends, relatives and those who come in contact with lots of people such as your hair stylist, health and dental care professionals, wait staff, bartenders, etc. asking them to pass them on to appropriate people. (Appropriate people are those who are doing the kind of work that you want to do --your targeted network.)
- Matte finish is recommended over a glossy finish because it is easier to write on.
- Color adds to the cost, but adds to the impression