

If you've left your employer, your new business card should not just catch someone's attention but fit the style of your network and target employers. Here are some ideas to consider.

1 COMPANY NAME

- If you've formed a consulting company during your job search, then use that name. Otherwise, use your own name without a company name.

2 FRONT OF CARD

- **Title:** It should be what you want to do next (i.e. Sale Executive, GM, CFO, Executive Logistician).
- **Tag line:** The industry or practice area you're an expert in (i.e. Payments Industry, Healthcare I.T., Consumer Package Goods). Use the same Title and Tag Line in emails and on your LinkedIn profile.
- **Address:** If you don't have a business address, just listing your City and State is fine. UPS Stores offer addresses which appear more business-like than P.O. Box numbers.
- **LinkedIn:** Include your LinkedIn profile's abbreviated address.

3 BACK OF CARD

- Include details about yourself (i.e. names/logos of well known clients, more description of your expertises, years of experience, names/logos of past employers, etc...). Keep it uncluttered though.

4 PHOTO

Consider putting a black & white head shot on your card so folks will remember you better.

- Black & white is better than color in many ways including it doesn't show age as much.
- In Atlanta, try www.TheHeadShotPlace.com.

5 FEEL, THICKNESS, COLOR, SHAPE OF CARD

- **Thickness:** No less than 100 lb paper. Thickness implies quality.
- **Feel of card:** Glossy is different from most and thickens the card. But, make sure you can write on the card. People at a networking event may write a note about you on the card.
- **Color:** Different background color for front and back. Different color lettering on front and back.
- **Shape of card:** Online card suppliers have just horizontal or vertical rectangular ones. If you want a different shape, it will be more time consuming and expensive to get this.

6 DESIGN, PRINT, AND SHIP ONLINE

- www.VistaPrint.com
- www.FedExOffice.com. You can also visit FedEx Office stores to see sample cards.

7 COLLATERAL EXTENSIONS

- Consider using the same business card design for note cards, stationery, or folders. Both VistaPrint and FedEx Office offer this service.