

# Biz Buzz



## Taking Your Business Card to the Next Level

Your business card is the most important and cost-effective marketing tool you have. Take the time to get it right and it can impress and represent you long after you've left it behind. Here are some ideas to help your business card stand out from the rest and make an excellent impression:

Your card is your most important and cost-effective marketing tool

- **Re-shape your card.** Is there a shape that you can use to connect your business card to your brand? As long as it fits within the standard card dimensions you can have a card that is square, circular, oval, triangular, or any shape you can imagine. If it fits your product you might use bite marks, bullet holes, or burnt edges on your card.
- **Raised up.** Embossing (text or an image that is raised above the surface of the paper) and debossing (pressed below the surface) are both great ways to add sophistication and impact to your business card.
- **Foil stamping.** Make part of your card look metallic with this printing method.
- **Say it with a thousand words.** Full colour photos (if they apply to your business) can really help your card stand out. Can't find an image that represents what you do? Use a photo of one of your products or the cover of your most recent book.
- **A series of cards.** Try developing a series of cards with a different photo or image on each card. If your business is related to sports or focused on team building you can have your business card designed to look like a trading card. Someone in the food industry might include a different recipe on the back of each. Encourage customers to collect the whole series.
- **Let your customers say it for you.** Include a testimonial on the back of your card. You might include some statistical information on how your product/service helps your customers.
- **Tables and charts.** Look for a useful table or chart that you use to sell your business and publish it on the back of your card. A mortgage broker might publish rates; a printing company might put some standard pricing.
- **Show your face.** Although it might not be appropriate for all industries, a card with your photo on it will be less likely tossed away and help connect your name to your face.
- **It doesn't have to be paper.** A seamstress might print her information on fabric. A painter might stamp the back of colour swatches. Plastic, metal, leather, chocolate, AstroTurf, and just about any other material you can imagine can be used to help your customers remember you and understand what you do. If you can't print on the material you have in mind you might be able to fasten or bind it to your card.
- **Fold it up.** If you have a lot of information that you absolutely have to include on your card consider creating a folded card. You can also use a fold for a pop-up effect just a children's book.

### ■ Plus Size Shopping In Your Home

It can sometimes be difficult to find stylish, unique and interesting clothing in Canada without spending a fortune. That's why we started our newest pet project: PlusSizeFashion.ca. This new site offers links to retailers in the U.S. who ship to Canada. More than just clothing, you'll also find a wide range of other items like lingerie, swimsuits, accessories, and a page of stores that specialize in big and tall clothes for men. Start shopping at: [www.plussizefashion.ca](http://www.plussizefashion.ca).

### ■ Branding Around the Globe

Interbrand has released their annual Best Global Brands report for 2006. The report analyzes the value of the world's brands and ranks the top 100. Ranking is based on an analysis of the brand's recognition, consistency, emotional response, uniqueness, adaptability, and management.

Coca-Cola was named the world's top brand for the fifth year in a row, with several high tech companies in the top 10. Download the report at: [www.interbrand.com](http://www.interbrand.com).



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