

# Biz Buzz



## It's Not Just a Business Card...

### It's An Opportunity to Make a First Impression

In the past, if you wanted to meet with someone who had wealth and power in your community you were required to provide your "calling card" at the door. The doorman would then take your card on a tray and present it to the person you wanted to meet with. Whether or not you were permitted entry was at least in part due to the impression your card made. The same importance, though perhaps with more subtlety, is placed on business cards today. Like a handshake or a smile, your business card can reveal a lot about you and your business. Here are some basic tips to make a great impression with your business card:

- **Don't do it yourself.** Flimsy stock, ink that smudges or bleeds when it gets wet, perforations, and imperfections in ink coverage and cutting all leave an impression of your business that there are no corners you will not cut.
- **More than just printing.** Hire a professional designer to help you develop a card that effectively communicates your message and information in an interesting way.
- **Keep it simple.** Try to use only one font. Three or more different types of fonts will distract the eye and look messy.
- **Keep it short.** If you can't say it succinctly you shouldn't say it on a business card.
- **Be clear and concise.** Quickly and clearly identify what you do. This can be accomplished with a logo, a list of services on the back, or even a tagline/slogan.
- **Cut the clutter.** Organize the information on your card so that only the most important information is there.
- **Standard size.** It's tempting to be different and try a larger card to get more attention. However, a larger business card won't fit in a standard Rolodex, or business card holder and will end up in the trash. Cards that are smaller or cut into shapes can be effective as long they are still within the dimensions of a standard business card.
- **Use colour.** We all know that a really great deal can be had for B&W business cards. The same is true of B&W televisions but you wouldn't consider buying one of those anymore. With so many printing options available colour business cards are affordable – there really is no reason to print your card in B&W.
- **Full bleeds.** This is when the ink goes right to the edge of the paper. Depending on the design, this can create a bigger impact.
- **Your unique selling proposition.** Why is your company different? Use your card as a sales tool by telling customers why they should do business with you. If your work is 100% Guaranteed, say so. If you offer new clients a free half hour consultation mention it.

Hire a designer to help you develop your business card

Chris Cormier is the in-house designer at ideas company. ideas company helps new or small businesses effectively market themselves in print and on the web. [www.ideascompany.ca](http://www.ideascompany.ca).

#### ■ First Impressions

You only get one chance to make a good one. Contact [ideas company](http://www.ideascompany.ca) to ensure that your logo, business card and website are making a positive impression.

#### Taking Your Business Card to the Next Level

Watch for next month's [BizBuzz](http://www.ideascompany.ca) when we will share some ideas to help your business card stand out from the rest and make a big impact.

#### Featured Product

This new two-in-one sport water bottle makes an excellent give-away. The face rotates open to provide storage space for items such as keys, cell phones or an iPod. A sealable lid prevents spilling. Available in grey and blue. [Ask about pricing.](#)



#### The Decline of Spam?

A DoubleClick study found that 30% of the email we all received in 2005 was spam. That sounds like an awful lot, but that number is down from 45% from just three years previous. The decline is attributed to the new Can-Spam laws, high profile crackdowns and trials, and smarter delivery and filtering technologies.

