

Business Cards

The business card is a concrete tool for people to remember you by. Business cards can be given to someone to remind him/her who you are, where you are, and how to reach you. A handsome card, properly presented, makes a tremendous impression. You should know when to present your cards, when to take the initiative, also when and how to exchange cards gracefully when someone else has taken the initiative.

Tips for Business Card Etiquette:

- Your business cards should be clean and up-to-date
- Do be prepared
- Do make it a point to hand out business cards
- Don't hand out torn or worn business cards
- Do not force your card on those who have not asked for it
- Treat cards with respect when receiving them
- Do not enclose business cards in personal or emotional correspondence
- Wait until someone of higher rank asks for your card or a third party has introduced you
- Do receive a business card properly
- Don't hand out more than one card to a new contact
- Do exchange business cards smoothly
- Don't place it in a bag, pocket or wallet
- Do take advantage of free advertising

Basic Design Tips for Business Cards:

- Standard size of a business card is 3 ½" X 2" or variations thereof. Cards may be made in unusual shapes to represent certain types of businesses.
- Stock of the card may have a shiny or dull matte finish; it may be thick or thin but must be strong enough not to tear when handled.
- Good heavy stock in a white, off-white, or beige color, engraved or printed in black, gray, or brown ink. Brightly colored ink should be avoided
- Information on the card:
 - Logo, trademark, or company symbol
 - Text:
 - Name
 - Title (if pertinent)
 - Company Name
 - Business Address
 - Telephone number
 - Fax Number
 - Address of other offices in the country

Contestant Name _____

	Possible Points	Points Received
<i>Overall Impression</i>	10	
Visually attractive	20	
Neat	20	
• Grammar		
• Punctuation		
Completed according to instructions	20	
Consistent with resume	30	
Grand Total	100	