



Business Card Checklist

When reviewing the effectiveness of your business card, it is essential to ensure your business card:

- ☑ Clearly describes what service(s) you offer by having a tagline or descriptive sentence.
- ☑ Is error free, accurate and has up to date contact information. (Please don't give out your old business cards. Instead of scratching out contact information, it is better to say you are out of your new cards.)
- ☑ Includes your web address. (Drop the "www" in front of the web address. No longer necessary.)
- ☑ Includes your email address (Only if I would like people to contact you via e-mail. Please note that some networkers may add you to their newsletter and e-mail marketing campaigns "without your permission" when you have your email address on your card.)
- ☑ Has enough space between the line text so that it is easy to read and not crammed with too much information.
- ☑ Makes excellent use of the back of the card by including more information. (This is a great place to showcase any complimentary gifts such as a Strategy Session or Free Trainings.)
- ☑ Must have a font that is easy to read and large enough for your target market to easily read.
- ☑ Stands out by having a good contrast between the ink color and the paper color.
- ☑ Includes a professional headshot that matches the image you want to project. (If you want to ensure that others remember you, you need to have your picture on your card!)
- ☑ Is printed on high-quality glossy paper. (Keep the gloss to one side since the glossy side is hard to write on.)