## Handout: Using Business Cards Effectively

1. Always keep business cards on you even when you are on your personal time. This will enable you give someone your card when an unexpected meeting occurs.
2. Always carry your business cards in a special holder. This will keep them neat and presentable at all times.
3. Take advantage of bulletin boards at restaurants and other public areas where they allow the placement of business cards.
4. Whenever you have to use a piece of scrap paper, use the back of your business card. This way the person receiving the card (even if they are not the intended party) will take it with them and keep it. This could lead to him or her giving it to someone else in the future.
5. Put something useful on the back of your business card. Perhaps you can put your mission statement or inspirational quote.
6. Always include a business card in all your correspondences. This will give the recipient something to put in their wallets.
7. Get business cards for all your employees of your business or department.
8. Always give a business card to every new person you meet, even if they are not your intended audience.