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WAYS TO BREATHE NEW LIFE TO YOUR BUSINESS CARDS



Your business card can be one of the most compelling marketing tools in your arsenal.

Along with an impressive portfolio, a strong set of skills, and years of related experience, a business card conveys a sense of professionalism, as well as a great desire to branch out. This is highly important nowadays – especially when you're just ONE connection away from that coveted promotion.

Have you taken a good look at that slip of paper recently? Does it still give off a good impression? Or do you think you need an update? If you answered 'yes' to any of those questions, perhaps it's high time to breathe new life to your business cards.



1. BE CREATIVE WITH MATERIALS.

Traditional business cards are typically printed on card stock. These are thicker than normal paper, yet more flexible than a paper board. Also used in postcards, catalogues, and scrapbooks, they're inexpensive if you want something uncomplicated. But if you're looking to stand out from the crowd, choose non-traditional materials such as plastics, vinyl, textured paper, or even metal as your business card. Yes, they will be a bit costly – but think of it as an investment worth every penny.



2. GET ATTENTION WITH INTERESTING SHAPES.

Business cards are of course, rectangular. It doesn't mean though, that it can't be anything else. Explore! If your business is in photography, why not create cards that are shaped like lenses or cameras? Those in the toy-making industry could try fun shapes such as teddy bears, dolls, or mini houses. The downside to non-traditional designs is that it may be hard to store (as it is prone to creases and folding); but the upside is that prospects will surely find you hard to forget.

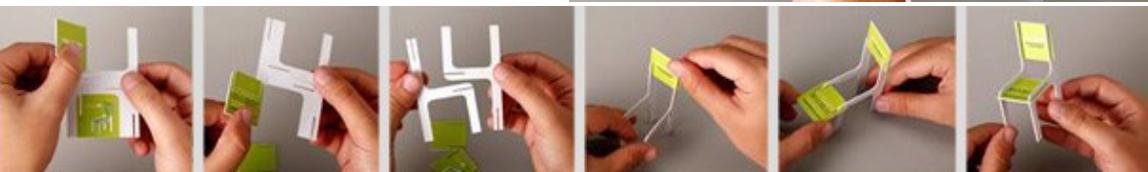
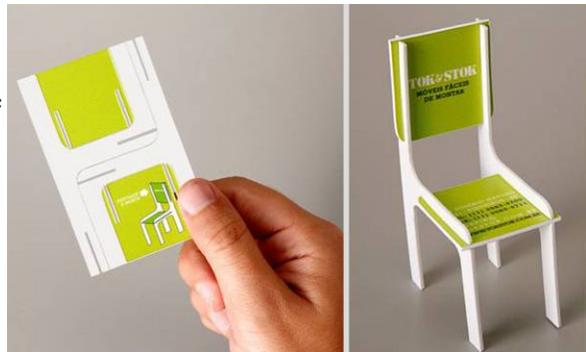


3. INCLUDE 3D ELEMENTS.

Today's printing technology is so advanced – you can literally eat ink (yes, edible ink *does* exist). So don't be surprised if your competition starts giving away edible business cards in the form of beef jerky. If your budget won't allow for such fancy tricks, make use of other creative elements that are more affordable. Try embossed or raised text, foil-stamped logos, as well as die-cut detailing. These will give your business cards a unique boost.

4. GIVE YOUR CARD PURPOSE.

Instead of just giving away a slip of paper, create more value (for yourself and your business) by giving your cards function. Simple ideas include: business cards as bookmarks, sticky notes, fridge magnets, and more. Another awesome strategy is by printing a QR code on it. When people scan the code, they can be directed to your website (or another online profile) to avail of exciting stuff (a discount coupon, freebies, news, price reduction for using your services, etc.).



5. ADD 'LITTLE' EXTRAS.

Sometimes, one of the easiest ways to breathe new life to a business card is to simply update your information. No need to go big – you can even keep your old design if you want. But think of all the great things you've accomplished so far and put that in. For example: if you just acquired a huge international contract, add a foreign translation at the back for future foreign clients. OR if you started getting good reviews, put in a phrase or two in there as well. It's one of the best ways to build trust with those on the receiving end.

Just choose one or two of these suggestions the next time you visit a local or [online business card printing company](#). Whatever you pick, your new card will surely be the life of the party!