

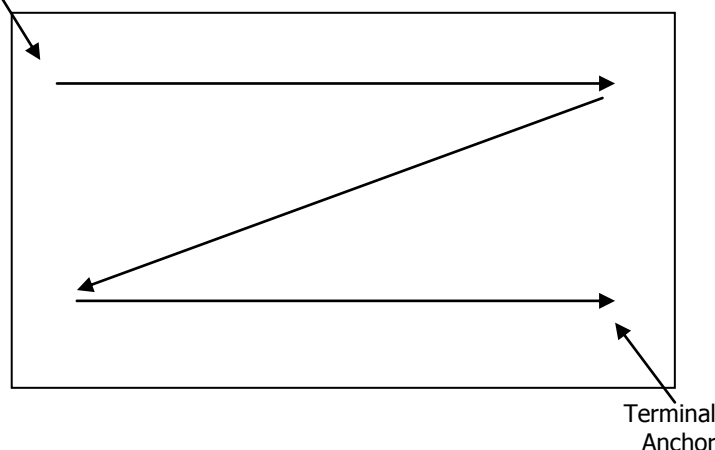
## Business Card Etiquette

- ✓ Don't hand out your business card to everyone you know, as if you are spreading the wonder of who you are. First see if people need or want your card.
- ✓ Make sure your business cards are clean and in good condition. They are a part of your business image. Use a business card case to keep your cards clean and fresh.
- ✓ When you receive a card, take a moment to look at it. Make a positive comment about some aspect of the card. It shows respect for them and it helps you remember their name, or reminds you of their name in case you forgot – a very common occurrence.
- ✓ After you've looked at the card, place it carefully in a card case, or in a front pocket – not a back pocket. Treat the card with respect.
- ✓ Be careful about writing on people's cards. In many cultures, specifically with people from Asia, a business card is an important part of their persona, and should be treated with respect. If you need to record information, write on the back, not the front. And ask first, "Do you mind if I write on your card?"
- ✓ Don't leave home without your cards. You shouldn't give your cards to everyone you see, but have them ready when you need them.
- ✓ If someone hands you a card that you don't want, don't refuse to take it. Accept it, look at it, and put it in a pocket. Throw it out later.
- ✓ When your cards are damaged or out of date, print new ones. Business cards are part of your image. Make sure yours are well designed and up to date.

## Design Rules for Business Cards

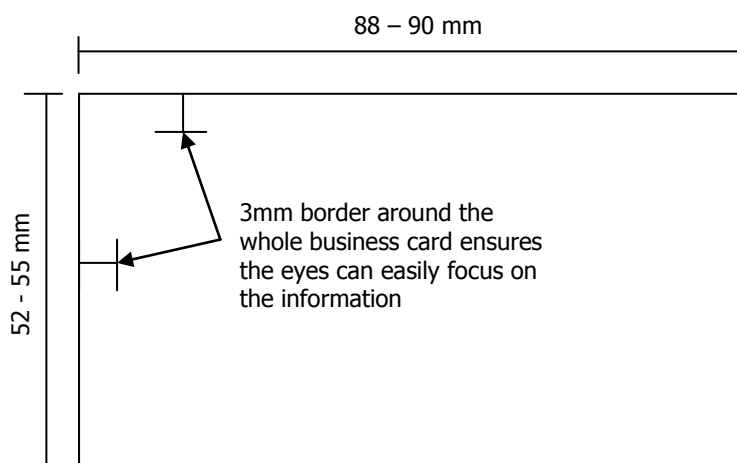
Business Cards are designed to be read from Left to Right. When designing your business card, the first thing the customer should see is your picture or logo in the top left corner of the business card. This area is known as the Prime Optical Area.

Prime Optical Area



The Terminal Anchor is located on the bottom right hand side of the business card and this should contain a phone number. As this is the last area a customer will see on your business card it should contain key contact information such as your phone number or email address.

### Business Card Sizes



Minimum Font Size – 8 pt

Items like the ABN or QBSA Number may be shown in – 6pt

## Top 8 Business Card Mistakes

1. The Business Card gives a Scrambled Message
2. Doesn't represent what you do in your business
3. The Card doesn't make your memorable
4. The Card is unflattering towards your business
5. The Card doesn't generate any business
6. Key information is missing
7. No contact details on the Card
8. The card is confusing or hard to read

## Where to Get Your Quality Business Cards



**Budget Colour Copies**

LOOK FOR THIS STREET SIGN

Shop 9/ 48 Thuringowa Dr. KIRWAN  
email: bcctsv@bigpond.net.au Ph: 4723 5944 Fax: 4773 9963

## 9 Powerful Ways to Use Cards In Your Business

### General Business

#### BUSINESS CARDS



- Lots of layouts
- Any Font/Text style
- Photos, Graphics and Logos
- Full Colour or Single Colour
- Fast Service



Call - Nikita  
Ph: 4723 5944

Fax: 4773 9963

### Reward

#### HAIRCUTS GALORE

Ladies & Men's cuts



Shopping Centre, Address, Suburb, Ph: 4770 0000  
*No appointment necessary*

### Giveaway

#### FREE Colour Photocopy

This card entitles the user to a  
FREE Colour Photocopy

Excludes Photographs

9/ 48 Thuringowa Drive,  
Kirwan. Ph: 4723 5944,  
Fax: 4773 9963,  
Email: bcctsv@bigpond.net.au



### Appointment

#### Looking Good Beauty Salon

\_\_\_\_\_  
Consultant

Your Next Appointment \_\_\_\_\_

Shop 1  
Shoppingtown Qld

Ph: (07) 4700 0000

### Membership

#### Best Business

Customer  
Club Member



REFER FOUR FRIENDS TO BEST BUSINESS TO CLAIM YOUR PRIZE  
AND UPGRADE TO SILVER STATUS WITH FURTHER REWARDS  
Place your name, address, phone number on reverse

All information obtained will be confidential & solely for the use of Best Business

### Discount

#### Best Business

**5% DISCOUNT**  
On All Music Videos,  
Movies and Games.

Excludes \*\*\*\*\*

Promotional Lines Exempt

Valid to 30.06.2008

### Invitations

Dear .....

#### Come along and be my guest

Where:  Budget Colour Copies  
9/48 Thuringowa Drive  
KIRWAN

When:  6.15 for 6.30pm  
Wednesday .... /.... /....

### Competition Entry

Purchase any product over \$20 to go in the prize draw to WIN a fabulous weekend away staying at **Island Leisure Resort** located on reef fringed Nelly Bay, Magnetic Island PLUS a 24hr car rental from **Tropical Topless Car Rentals**.

Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Post Code: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

A Tropical Island Stress FREE Weekend AWAY Drawn 12/04/2005

### Calendars

Budget Colour Copies							2008																																																																																																																				
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Nikita

Ph: 4723 5944

## Unique Selling Proposition

**Definition: A Unique Selling Proposition is what makes your product or service unique compared to your competitors**

To be truly successful every business, product and service should have a unique selling proposition.

**For example:** In New York, there is a very famous pizza store whose USP was that they delivered their pizzas in 20 minutes or they were free.

Every product and service you offer should have a clearly defined USP. A clear reason why your customers should buy from you compared with your competitors. Your company should also have its own USP. Your company USP should be placed on your business card.

## A Great First Impression

1. Confident posture
2. Eye contact
3. Minimal body movement
4. Clothes are clean, uncrumpled, and stain-free
5. Shoes are clean and polished
6. Fingernails are clean
7. Clean and Professionally Presented Business Cards

## Business Card Checklist

1. Does your Business Card Contain Your Contact Details?
2. Does your Business Card portray a positive, professional image?
3. Does your Business Card clearly identify what it is you do?
4. Does your Business Card contain an attention grabbing logo?
5. Does your Logo clearly articulate what it is you offer?
6. Does your Business Card contain your Unique Selling Proposition?
7. Does your Business Card have a maximum of 2 Fonts?
8. Is the typeface and the size easy to read?
9. Is the Style of Business Card appropriate to your industry?
10. Are the colours used on your business card representative of your businesses corporate image?
11. Is the back of your business card used?
12. Have you identified key products or services your business offers?
13. Have you reviewed your business cards in the last 12 months?
14. Does your business card include an email address and website address?
15. Is your business card personalised? Eg does it contain your name.
16. Do you always carry your business cards with you and give them out when asked?
17. Have Others Commented positively about your business card like "This is fantastic"?

Count the number of "Yes" answers you have given. If you scored **13 to 17 Yes answers** then you could honestly say your business card is working for you. If you score **8 to 13 Yes answers** then your card needs some work. If you scored **less than 8 Yes Answers**, its time to give **Budget Colour Copies** a call to help you with your business card.