

Pro Tools

Business Card Instructions

During your **Job Search Master Class**[®] journey, you will be networking, attending job fairs and career fairs, and meeting total strangers who want to help you.

Because of this, you should always have business cards with you.

Good news! Business cards **don't** need to be...

- ...fancy or overly designed
- ...expensive
- ...from a company

To make it easy, we have provided a template that indicates all the information you need to fill in. No need to add more!

To create your business cards, simply print on your home printer or have some printed by services such as FedEx Kinkos or VistaPrint.

How to make your business cards:

1. Fill in the Word document template, assuring every box is identical.
2. For home printing: Purchase one packet of printable business card templates, such as [Avery #5371](#), [#5871](#) or [#8871](#), that works for your printer (under \$10.00 for 200 cards or under 5 cents each).
3. Print only 2-3 sheets at a time to have enough on hand.

<First name> <Last Name>

Phone: (XXX) XXX-XXXX

<e-mail address>

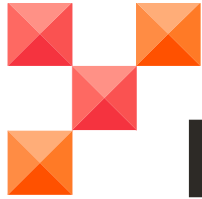
<LinkedIn URL>

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Business card tips:

- Use the first name you want to be called. If your formal name is Cynthia, but you prefer Cindy, put Cindy on your card. Or “Michael (Mike) Johnson.”
- Ensure the name on your business card matches your LinkedIn profile. This makes it easy for the card recipient to look you up on LinkedIn. Even though your LinkedIn URL will be on the business card, it won't be hyperlinked, so the recipient still has to find you manually on LinkedIn.
- Keep the font style and size the same as shown on the template. Do not try to add images (no photos!), lines, designs, or a “better” font.
- Do not add your street address, Facebook, Twitter, or an Instagram URL.

The business card exchange:

- Always ask your contact for their business card first. If the company representative doesn't have one, turn one of your cards over or hand them a piece of paper and pen and ask them to write out their name, phone, and e-mail.
- Then, hand them your business card.
- However, do NOT ask or expect them to contact you. The ball is firmly in your court to follow up, to connect with them via LinkedIn (with a personal note in the connection request), and to e-mail them a thank you note for their time.

When you get home...

- Connect with them on LinkedIn and thank them for meeting you at the X event on Y date.
- Also, e-mail them a short note.

Secret tip...

You may be attending numerous Job/Career Fairs. When you attend one “live,” bring a small baggie and mark one side with a sharpie, “<Name of Event> and <Date>.”

While you are collecting cards, or at the end of the event, place all business cards in the baggie. It prevents loss; plus, you can keep them in there for future reference.

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