



Make business cards suit the purpose

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BY CAROL CAIN

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Many small-business owners have business cards. But if you don't and have been thinking about ordering some, here's some advice on what kind of information to include.

"It really depends on the purpose of the card," says Kathleen Pagana, who owns Pagana Keynotes and Presentations in Williamsport, Pa. She advises small businesses and has written books and articles as well as given speeches on business cards and other business etiquette issues.

Of course, there are the basics: your name, position, contact information (address, phone, e-mail, fax).

And if your name is ambiguous (such as "Pat"), add a title like "Mr. Pat Smith," she advises.

"If you are trying to promote something, like a consulting business, make sure you have consultant mentioned on the card," she adds.

Among her other suggestions:

- You can add a personal touch by writing your cell phone number on the back if you will be tough to reach during a certain time period.
- Keep your cards with you at all times.
- Use heavy paper stock in white or ecru, printed in black or gray ink.

"And consider having more than one business card so you can target your business to different audiences," she adds.

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