

CAREER EXPERTS GROUP

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ASK THE EXPERTS

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CAREER

Would it be helpful to print up different business cards about my interests or profession to hand out to people when I am networking? If so, what should they look like? Or is there something online, like an electronic business card that would be better? And if so, what sites should I look at to create that?

Having a business card continues to be a value-add when it comes to networking and/or finding a job. There are benefits to traditional printed business cards and digital business cards, so it pays to investigate both options.

No matter which format you choose, your business card should include the following information:

1. Your name
2. Your city, state, and zip or at least general metropolitan area (i.e., "Greater Boston Area")
3. Your cell phone number
4. Your email address
5. Your LinkedIn profile URL
6. A personal website URL, if you have one (i.e., your business website, a personal portfolio website, etc.)
7. Your job title (the title that you are aspiring to, not the title you most recently had)
8. A brief value proposition statement ("A technology consultant with a proven record of completing projects on time and within budget.")
9. You can include your photo, logo, or other image, if it's of good resolution/quality.

When using paper business cards, you can write reminders about your services or a summary of your conversation with your new contact on the back of the card before handing it to them. Paper business cards can also be passed along to other people or displayed on a desk or table where prospective customers can pick one up. A 2022 LinkedIn article "[Are Business Cards Still Relevant](#)" describes other ways that paper cards serve as a marketing tool.

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Digital business cards typically include the same information as paper cards, but they also can include multimedia and interactive features, links to social media profiles, and QR codes – great for showcasing your technical savviness and creativity. They can be shared electronically by email, text, or a link, and can be stored on a mobile device or in a digital wallet. Digital business cards can be especially useful for entrepreneurs and freelancers who need to share their contact information with multiple people in a short period of time.

There are a number of ways to design and print a business card for free.

- [Canva](#)
- [Visme](#)
- [Adobe Express](#)
- [VistaCreate](#)

You can also design and share digital business cards using the following free services.

- [HiHello](#)
- [Bling](#)
- [Kado Network](#)



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