

The Business Card is Your Best Tool

By Jeff Bayard

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I have been in the printing business for 10 years now, and the most important product we produce is the business card. The business card is the first representation of your business a prospect or client is likely to see.

The business card contains not only contact information, like name, address, phone and fax; but reflects a snap shot of your business.

If you invest in a cheap business card, you convey your business is cheap. Don't get me wrong, your business may be your pride and joy, but the "impression" you give a prospect or client that receives your card is not the best you can give. Always give the best you can give, and you will be successful.

This definitely affects your bottom line in lost business.

The business card is your best tool, and you have four types to from which to choose.

The first one is the "homemade" business card. These are designed in a desktop application, like Print Master, MS Publisher, or MS WORD. They are produced from business card stock you can buy on a sheet at your local office supply house.

I have seen very few "homemade" cards that were eye appealing and I have yet to feel any that had any substance. The stock is thin, and the edges will appear rough, and they do not fulfill the "best foot forward" purpose of the business card.

In my professional opinion, the "homemade" business card is good for a "temporary only" setting of 10 days or less. You can have your local printing company design and produce one in 10 days or less.

The second type of business card happens every day at Canaan Printing. A customer walks or calls in and orders the basic single color ink on 80# cover stock. 80# cover stock is the standard for business cards.

This type of business card is perfectly suitable for the contractor or business person who is not "advertising" or promoting their business.

This good basic business card conveys critical data, primarily contact information such as business

name, person's name, phone, fax, physical address, and maybe email and website information.

When counting pennies, and keeping business costs at a minimum, the single color business card is a good basic business tool.

The third type of business card is produced every day at here at Canaan Printing for the corporate client. These cards are usually two color, and comply with the corporate branded identity specified by that corporation. These are printed with specific font and point size, with specified ink colors and layout.

Some examples of this are the YMCA, American Red Cross, American Cancer Society, and the corporate community at large.

The fourth type of business card is a very exciting one. These cards are not only very economical, but they can convey anything you choose.

Full color cards are the "bench mark" being set by savvy entrepreneurs. There is no substitute for true 4-color process business cards. You can look at the cover of National Geographic or Car and Driver and see for yourself - Color catches your eye. Vibrant and compelling, the 4-color card has NO competition!

From the smaller and more agile corporation to the service oriented marketplace, these cards pack a powerful message. Imagine a 2" x 3.5" canvas that you have total control over, to display your business and your person.

Printed on a thick 12pt glossy stock, you can display not just the critical information that regular business cards convey. You can display a sunrise, a mountain range, or your business.

Here is a basic cost comparison, price per card, based on a purchase of 1000 (and remember, the amount you spend on a business card is considered a tax deduction, since it advertises your business and is a legitimate business expense).

Price Per Card

Type One (Homemade): 2 cents, and only for emergency use

Type Two (single color): 3.5-4.5 cents, good for conveying info

Type Three (two color): 5.0-8.5 cents, corporate branding

Type Four (4 color process): 8.0 cents, packs the punch!

I can plainly say, that if you desire to promote your business or organization utilizing the "best foot forward" approach, this is the card for you. Full color is virtually always more effective when promoting or displaying your company in the market place.

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