Why have a business card?
A business card is an effective way to share accurate contact information with any career contact. It not only ensures that your correct contact details have been passed along, it also leaves a piece of you with the professional you are trying to make an impression on.

What to Include on Your Business Card:
- Name
- Email
- Phone Number
- University, Degree, Major
- Graduation Date

Options to individualize it:
- Logo that fits you
- QR code to show technology skills and a way to link them to your LinkedIn profile
- Online portfolio URL
- Experiences and skills
- Interests or memberships in professional organizations

Information to avoid:
- GPA
- Honors and awards
- Location (if you are moving)
- Unprofessional email or social media addresses (example: your Twitter that you use socially)

Final Tips:
- Leave some white space so the card doesn’t look too cluttered or overwhelming
- Print your cards on cardstock or quality paper
- ONLY use professional information about you and only use professional links

Etiquette for Giving and Receiving Business Cards:
To make a good first impression, remember to:
- Be confident as you give your business card, sharing cards is a very common and useful practice that facilitates continued communication
- Handle your card carefully, a battered card will not look professional (a card holder is recommended)
- In an interview setting: thank the interviewer for taking the time to talk to you and then hand them your business card

Before you say goodbye:
- Thank the contact for their time and give them a business card at the end of the conversation
If you receive a business card:

- Always ask for a business card when you meet someone or interview
- Look at it before you put it away to show respect and confirm it is the correct person
- Follow-up within 48 hours thanking the contact for talking to you and ask any questions you have
- Don’t slip the business card away but hold it in your hand or set it on the desk in front of you to remind you of their name
- Keep record of who you contact and their business card so you can keep in touch with each of them

When to Use Your Business Card:

- Conferences and training sessions are a great time to connect with people of similar industries and explore different career options
- In class with a guest speaker
- At family functions or social gatherings as you ask for professional contacts or someone has a lead
- Out and about- anytime you meet someone with a connection to your field

What to Say:

If you are talking to someone about a job or the field you are interested in and the conversation is wrapping up you might say:

- “Here is my business card. I hope you’ll contact me if you have any ideas about….”
- “Here is my business card. Would you please pass it on to your friend who has the job opening?”

Then:

- “Thank you so much for taking the time to talk to me.”
- “That job sounds like something I would be very interested in.”

Example:

<table>
<thead>
<tr>
<th>John Smith</th>
<th>Proficient in: Microsoft Office applications, Adobe Creative Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors of Science: Food Science</td>
<td>Experience with: lab protocols, recipe manipulation</td>
</tr>
<tr>
<td>Research Assistant - Food Science Department</td>
<td>University of Minnesota</td>
</tr>
<tr>
<td>Graduation: May 2019</td>
<td>Phone: 444-555-6789</td>
</tr>
<tr>
<td>Email: <a href="mailto:smith9999@umn.edu">smith9999@umn.edu</a></td>
<td></td>
</tr>
</tbody>
</table>