

Make the Most of Your Cards

- Always keep your cards handy ... in your pocket, purse, briefcase or wallet; on your desk and in the reception area at your office. Opportunities to give out a business card often happen unexpectedly.
- Include a business card with everything you mail. Recipients will variously value this gesture as ...
- a courtesy - convenient and comprehensive contact information
- an invitation - a possible networking relationship
- an advertisement - who you are and what you do
- Use your card in support of introductions. Offer your card when introducing yourself, or when being introduced in a social setting.
- Use it as a "calling card". Present your card to receptionists and secretaries when appearing for appointments and business meetings.
- Business cards are not costly or scarce. There is no need for frugality. Give them out to anyone who shows the slightest interest, including family and friends.

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