

# Design Business Card Checklist

Many of the items in this list are optional. You must decide which ones are appropriate for your business card.

- Name of Business
- Address.
- Phone Number.
- Fax Number.
- Email Address.
- Web Page Address.
- Job Title of Individual.
- Tagline or description of Business or Organization.
- Logo.
- Graphic Image(s) (including purely decorative elements).
- List of services or products.

<http://www.freelogoservices.com/business-cards/step2>

## **Name of Business or Organization**

A business card almost always has a business or organization name on it. The name of the individual or the name of the business or organization is usually the most prominent text element of a business card. An organization with a highly recognizable logo might de-emphasize the business name (size and/or placement) but it is usually an essential piece of information.

## **Address**

A physical address or a mailing address or both are typical parts of a business card. If the company does business exclusively online or by mail, a physical address might not be a key element to include. If both a physical and a mailing address are included, it may be desirable to label each one.

## **Phone Number(s)**

Multiple numbers are typically listed in order of voice, fax, cell but you can omit any numbers that are not the preferred method of phone contact. Don't forget the area and/or country codes and extension, if required. Using parentheses, [hyphens](#), periods, spaces, or other characters to separate numbers in a phone number are generally a matter of preference and custom but be **consistent in whatever method is chosen**.

## **Email Address**

Including [an email address](#) is an important element for Web-based businesses but other businesses or organizations might omit this form of contact unless it is one of their preferred methods of contact. Today, it's almost a requirement that there be an email address to be considered a legitimate business.

## **Web Page Address**

Web addresses can be listed with or without the http:// preceding the URL. As with email addresses, it is an essential element for Web-based businesses but increasingly important for any type of business.

## **Job Title of Individual**

Not a required element, some entrepreneurs or sole proprietors might include "President" or "CEO" or some other title to give the appearance of a larger organization.

### Tagline or Description of Business

A [tagline](#) or brief description can be useful when the business name is somewhat unclear or doesn't clearly convey what the business does. Taglines can also convey benefits and features.

<http://advertising.about.com/od/copywriting/a/guesttagline.htm>

### Logo

A logo used **consistently** on [business cards](#) and other [print](#) / electronic materials helps to establish a company's identity.

### Graphic Image(s) (including purely decorative elements)

Small companies without a logo may choose to use generic or stock images or [custom illustrations](#) that help reinforce what the company does. Small graphic may be used to separate blocks of information.

### List of Services or Products

A long list will usually clutter up a [standard size](#) or [mini](#) business card but when using two-sided or folded designs a bullet list of services offered or main product lines can extend the usefulness of the card.



A business card is a short introduction.

## Design a flyer advertising your Business

### Why Use Flyers to Promote Your Business

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There are some good reasons why you should consider using flyers as a way to advertise your business.

- **Cost** Compared with the cost of taking out an ad in the local newspaper, flyers are relatively inexpensive.
- **Targeted Marketing Strategy**-Once your flyers are printed, you can distribute them in a number of ways. You could have them delivered to your target market's mail boxes or leave them in public places where the population can pick them up. You can also place them on community bulletin boards or on light poles. Another strategy for distributing flyers is to place them on vehicle windshields in parking lots.
- **Get Your Customers' Attention**-With flyers, you have the freedom to take your message to your customers. Place the information about what your company has to offer directly in their hands by distributing flyers on a regular basis.

1. Open a **new document** in Microsoft Word.
2. click on format, then borders and shading, then page border, then have the students select the border option they would like to use for their flyer. If time permits allow the students to explore the different border options
3. Tell the students to single click on Insert, Picture, Word Art, then have the students choose their desired Word Art bloc, and enter the title of the flyer.
4. Have students then single click on Insert, then Text Box, then direct the students to put the mouse indicator where they would like the text box and single click and drag till the text box is the desired size.
5. Some experimenting may be necessary with this step.
6. Then have the students type in the information announcing their Business Opening. They should include the time, place/location where the game is to be, the teams that are playing, and what the fans need to bring.

**Example** of new business flyers

**GRAND OPENING!**

*Specialty Coffees, Yummy Desserts, Tasty Treats, and great Live Music!*

*From 8am - 12pm  
Monday and Tuesday Only!*

*We're Giving Away...*  
**Free Coffee!**

**\*In addition, bring this Flyer to enter in for a drawing to win free Coffee for a year!**

**Kristin's Coffee House**  
Coffee, Desserts & More!

123 Main Street  
Rapid City, SD 57701  
Right next to ABC Clothing Store!

Store hours:  
6:00 AM - 8:00 PM (M through F)  
7:00 AM - 10:00 PM (Weekends)