

Planning Sheet for Business Card Book Reports

Your business card may include any of the following items. Choose the options that make the most sense for your character or author and the job or qualities that you're emphasizing on the business card.

- Name of individual
- Name of business or organization
- Address
- Phone number
- E-mail address
- Web page address
- Job title of individual
- Tagline or description of business or organization
- Logo
- Image(s)—including purely decorative elements
- List of services or products

Use the following questions to guide your decisions about what information to include on the business cards and how to design the layout of the card:

Character or Author—Which character or author are you making a business card for? How would the character or author be most likely to use the card? In other words, who would the character or author give the card to, and what would the recipient be likely to do with the card? (You're thinking about the audience and purpose for the card here.)

Products and Services—What products and services is the character or author best suited for? Does the character or author perform a particular job in the book? What talents might you highlight on the card?

Tagline and Characteristics—What are the words and ideas to relate to the character or author? What jobs does the character or author have? Should the card be formal? informal? fancy?

Images, Colors, and Graphics—What pictures or images can you look for that will relate to the character or author? What graphics will help someone reading the business card you design be more interested in the book? What colors best suit the author or character? If the character or author had a logo, what would it look like?