

# The YEBDC Small Business Information Column

by Sue Gingerich, Business Advisor

## "Pocket Size Bulletin Boards"

How effective are your business cards? Think of them as a pocket-sized bulletin board, or even a two-sided bulletin board. In terms of advertising exposure, they are a real deal; you can often purchase one thousand one-sided, one-colour business cards at many office supply stores for under \$20.00.

So how do you design an effective business card? Not just one that gets your information out, but one that people actually look at and use. The following list will help you, in designing your next business card, so that you get results!

1. The name of your business. It should be predominantly placed on your card, so that it is not lost in your information. If the customer remembers nothing else, he should remember your business's name. That way, when he does need your services, even if he can't find your business card again, he will remember the name of your company.
2. A great slogan. A great slogan or "tag line" will help to explain what you do and how you do it, most likely in five words or less.
3. Colour. The proper use of colour can do a lot to make your card easier to read and more memorable. Don't go overboard though, as too many colours can be just as bad as not enough. Strive to make your card easy to read, and easy to remember.
4. Positive, negative white space. Don't put so much information on your card that all the customer sees is clutter. Less is actually more sometimes; we can only digest so much information at once.
5. Use the back of your card. The back of a business card often goes to waste. The following are just a few suggestions for what you can use the back of your card for:
  - a map to the location of your business. Make life easier for the customer.
  - a product or service list. Don't leave him guessing; tell him exactly what you do.
  - your mission statement. This will show your commitment to your customer.
6. Don't forget:
  - your address. However, sometimes it is better to say "next to" a landmark rather than a street address. Think about what might make it easier for the customer to find you. DON'T forget the name of the town you are in. You can't assume that the customer knows where you are by your phone exchange.
  - your phone number, your fax number, your e-mail address and your web site location.

Put your pocket-sized bulletin board to work. Give them away freely; at just pennies per card, it is a very inexpensive way to get your company exposed. Also, it's not a bad idea to give out two business cards at a time, if you think that person might have reason to pass one along to someone else.

If you have a small business and have a question that you think the YEBDC could help you with, please call or write to: The Yellowhead East Business Development Corporation, Box 249, Sangudo, AB T0E 2A0 phone: 1-800-556-0328 or 1-780-785-2900, e-mail: [yebdc@yebdc.ab.ca](mailto:yebdc@yebdc.ab.ca)

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