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Are Business Cards Becoming Obsolete by Carmen Wisenbaker

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They first appeared in the 17th century, but â€¦the value of a business card has been proven time and time again.

Some say the business card will go the way of the buggy whip, no longer useful. They feel that in the era of LinkedIn, social media and cloud computing, using a business card makes them feel so â€œhorse-and-buggyâ€• like.

The first cards were made in France during the reign of Louis XIV. But now, centuries later, there are still some great reasons why business cards will remain a successful networking tool.

Consider this: they donâ€™t require batteries, a smartphone, or experience, and everyone in the world understands what they are. Those who predict the business cardâ€™s demise have lost touch with its primary function. Itâ€™s not a simple information exchange. Itâ€™s a profound expression of identity.

Here are some great tips for keeping yours fresh:

- Simple is best. Donâ€™t order cards that take forever to print. If you are asked for a card, you should always have one available.

- Know your audience. Donâ€™t give a funny card to a serious executive or a thick foil-embossed card to the founder of â€œSave the Rainforest.â€•

- Include your address. A physical location gives people a sense that your business is real and actually receives mail.

- Leave the back side blank. That lets the receiver make notes there.

- Consider texture and weight. Too heavy, youâ€™re killing trees. Too light and youâ€™re not a real business.

- And lastly, if your information has changed, donâ€™t cross out and hand-write the new information. Order new ones immediately. Nothing can kill your image quicker than unprofessional materials. With the small costs of business cards today, itâ€™s definitely worth the investment!

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The author of this article has expertise in a Marketing. The articles on a Branding reveals the authorâ€™s knowledge on the same. The author has written many articles on a Business Cards as well.

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