



More Support. Less Struggle. Better Results.

Networking Card Tip Sheet

Creating a professional networking business card is a necessary tool you need in your job search tool box. There are many situations you'll use these cards: including networking events or any person you meet that you need to provide your contact information to. Your card is meant to showcase the best of your professional areas of expertise and who you are authentically as a professional.

I recommend you have your cards professionally printed. Your local office supply store typically prints business cards or I also recommend an online source at www.VistaPrint.com

Use the thickest quality card stock available. Select a professional template, nothing too wild or taste specific. Also, keep your template to 2-3 strategic colors that send the right message and do not take away from your personal image and branding. If you can, the front of the card should be glossy and the back of the card should be matte so that you (or the receiver) can write notes on it.

What to include:

- A. **Front of Card** - The front of your networking card should display your most important contact information as listed in the example below. Under your name list your targeted job title(s). I don't recommend you list your physical address – only your email and *one* phone number is necessary. For your phone number I recommend your cell phone number. I also recommend you put your LinkedIn profile URL so the receiver can see more of your background if they are interested. If you have other unique online locations such as a website, blog or web portfolio, list those as well.
- B. **Back of Card** - The real estate on the back of your card is used to provide further information about your skills, strengths and expertise. List your top 5 professional skill sets - bullet point style - that are dynamic and engaging in order to interest the reader to want to find out more about you. You should also have a notes section with a notes header to remind someone to take notes with lines below it to write the information on.

Your Success Accelerant,

A handwritten signature in black ink that reads "Brenda".

Brenda Cody, M.S.
720.213.8743

First Name Last Name

Job Title(s)

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- ➔ Effective Adaptive Situational Leadership
- ➔ Profitable Strategic Partnerships/Alliances
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NOTES:
