

**AZZURI**

Worried you don't leave a lasting impression at networking events?

**A guide to  
designing a killer  
business card  
that gets results**

(FREE template idea at the end)

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# Networking - the lifeblood of small business

The most connected people are often the most successful.

Networking is about getting and nurturing long-term, mutual relationships that pays dividends both in knowledge and, well, in actual money.

But when you leave events...you need to be well remembered.

Enter the business card, your partner in crime, your calling card for cementing that great impression you left.

So how do you create a business card that helps create networking follow ups, leads and new contacts?

## Here's some ways to do it.

# 1.

**Add a clear and concise tagline about why and how you help people.**

Your business card is not a services list. Its job is to create a follow up – **and people only follow up when they think you can help them solve their problem.**

So take a moment to identify how your product or service is the resolution to that issue – it's likely the person you met at networking has forgotten how you help, so your card serves as a great reminder.

## 2.

**Include an actionable link that arouses interest or gives freely**

Can you help your potential lead solve a small problem, and give a little away free?

For example, if you're a kitchen designer you might offer a free service to perform an in-person survey, measure-up and quotation.

**GET IT ON YOUR BUSINESS CARD!**

Instead of providing a general link to your website, send them to a specific link that gets them to book that survey.

Customers like to be told what to do.

**This strategy creates the following situation:**

The customer is more likely to hold on to your business card longer as it holds real value

They are more likely to mention your 'freebie' to others who want your services, raising brand awareness

It nurtures trust in your business and makes you more memorable

It allows you to legitimately follow-up on the lead without feeling unsolicited

# 3.

**A photo of yourself.**

**Uh oh.**

Sound scary? Think about this...Have you ever had a great chat with someone at a networking event, received their business card, and left not able to remember their face?

Having a photo on your business card creates a visual impression that gets you remembered.

Why? A photo breathes personal, human life into your business...because you are the business – and SME business especially is people driven.

# 4.

## Relevant contact information

# KEEP IT SIMPLE.

Everyone loves to communicate in different ways. Giving networking leads options for how they get in touch is essential to a good business card.

However, you must keep it simple – try to include 3-4 relevant ways to connect with you without confusing the purpose of your business card.

We like to use a simple strategy:

**Phone number**  
**Email address**  
**Website link**  
**Social link**

How you order these is down to your preferred way to be communicated with.

**Adding too many social links will confuse the customer – often they will be able to find your other social links from one source anyway.**

# 5.

## **OPTIONAL EXTRAS.**

Of course, there is no one-size-fits-all business card.

It may benefit you to include some optional extras on your business card to arouse interest and generate new leads, such as:

A blank box to allow for a written note

A promotion, discount or offer

1 or 2 membership logos, such as Chamber of Commerce, FSB or a networking provider you're part of  
(to reaffirm trust)

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All things considered, what now?  
How do you put all this information  
onto a business card?

On the next page is a visual  
template to help guide you on the  
rough layout, thought process, and  
message you need to consider  
when creating a business card.

**Get this template emailed to you.**

Please see our contact details on  
the last page to have this template  
sent to you immediately.



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**YOUR LOGO**  
Your compelling tagline

Your offering in a few brief sentences...  
How do you help customers?  
What frustrations do they have?  
What problems do you solve?

A professional,  
yet friendly &  
memorable  
photo of  
yourself

A specific, helpful link or offer that:  
adds value or  
builds trust or  
gives something away free

Your name  
Role/position  
Contact info  
Website  
Social Links

Logos for networking bodies/associations

**GET THE TEMPLATE >**

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To get the template give us a call:

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Or email us:



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Now that your armed with the right resources to plan a great business card, let us design it for you.

[www.azzurri.uk/print-design](http://www.azzurri.uk/print-design)