

Powerful Networking Tips for Using Business Cards

by Chris Joseph, Demand Media



Use your business card as a networking tool.

Your business card should be more than just something you habitually hand out to people you meet. When used properly, your card can be one of the most inexpensive yet powerful networking tools in your marketing arsenal, so be sure to have plenty with you wherever you go. To maximize their networking effectiveness, a few tips may be helpful.

Insert in Mailings

Insert a business card in your postal mail, and not just your business correspondence. Even the bills you receive frequently include advertisements or special offers, so there's no reason you can't include your card with your return payments. There's always a chance that the person who opens your payment envelope has a use for your product or service or knows of someone who could benefit.

Give Out Several

Give out more than one to everyone you meet, especially if you think the person is a center of influence who could refer several other prospects your way. Business cards are an inexpensive marketing tool, so there's no point in saving them when you can always acquire more. The more

cards you hand out, the better the chance that one will end up in the hands of a potential customer.

Connect with Movers And Shakers

Your local Sunday newspaper may have a list of businesspeople who have recently been promoted by their employers. Use the Internet to locate the company address, and send each person your business card along with a brief note of congratulations. Also include a stamped, self-addressed envelope and a blank invitation-style greeting card. The individual will likely be appreciative of your effort, and if they send you a note in return, you may have made a valuable contact.

Include Employees

If you're a small business owner, give a stack of cards to your employees who don't have a need for cards of their own, such as a secretary or other office workers. This gives these workers a feeling of importance by having a card to hand out to people they meet, and it gets your card into the hands of even more potential customers.

Receive Cards Graciously

When you exchange business cards with another individual, such as when attending a networking event, pay special attention to each card you receive. Take a few moments to carefully examine the card and ask questions about the business or make positive comments about the card's design. This gives a favorable impression to the card-giver while helping you form a new contact.

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About the Author

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