

## 5 reasons you shouldn't leave home without your business card

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A resolution that everybody should make is, "I will always have my business cards with me."

One of my biggest pet peeves is to hear somebody say, "I forgot my cards", or "Oh, it's here somewhere" (as they frantically dig in the bottom of their bag) or "I didn't think I would need any business cards today".

Why does this matter?

1. A nice looking business card, presented with care, is a good way to start a business relationship. It's your first opportunity to make a good impression.
2. It would be inconvenient to have to write down contact information every time you meet somebody new. Plus, business cards don't require wi-fi.
3. A business card is an inexpensive marketing piece for yourself and your organization. I think of mine as a mini-billboard.
4. Some people are touchy-feely types and need a card as a visual reminder of meeting you.
5. It's good etiquette to give a business card to somebody who gives one to you.

According to LinkedIn editor Chip Cutter, the business card was king at a recent TED conference. He said nearly every conversation ended with, "Let me give you my business card."

While business cards might seem old-timey, they're still important in person-to-person business transactions. Business cards are like comfort food: they're not new or exotic, but they're always welcomed and appreciated.

Please contact me if you have any questions or if I can help you in any way.

All the best,  
Gretchen

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