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Category:Audio softwareJingle Bells: The Easy Way to Choose a Business Card 10.21.12 Last minute shoppers often make the mistake of not having a business card for the store they're going to. This is a bad idea – even if you're a business with a website or magazine ad for a quick sale, you should always have a business card in your wallet or purse for your customers to see. A business card can be a very effective marketing tool. It's a low cost tool that can be used in ways that most other marketing methods simply cannot. If you're not familiar with business cards, here are a few things you should know: A Business Card Doesn't Have to Be a "Personal Card" The word "business" is the operative word here. There are lots of cards made for small businesses that are simple and inexpensive. A business card can be as simple as an index card, a small photo and address on the front. Another style of business card is to have an address and a "Website" card with a "Call Me" button. The call me card can also be a link to your website. Your business card doesn't need to have a fancy design, but it needs to be eye-catching and important. A business card should make it easy for a customer to remember your name and where they can find you. The card doesn't need to be a "Card" – it can be folded, taped or printed on a flat surface. A Business Card Doesn't Need to be Stiff Many business cards are meant to stand up. They can be stiff. That's not the case with most business cards. Remember that business cards are meant to be "handy". If a customer has to hold your card with a wallet or purse, that's not good. Business Cards are Easy to Use Even if your business card has to sit in your wallet and you can't display it, it's better than not having one. A business card needs to be easy to use. And remember – a small business may be started on just a business card. If you're a computer geek, an actual store might seem like too much for you to start. But an idea for a business can be

