

IMPACT!



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Call us.
Begin to
make an
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! “Linking Companies to their Communities” *Business Cards*

Everyone in business creates a business card. They are inexpensive to print and must-haves in any networking situation. **But how do you stand out?**

Treat your business card as a **mini billboard**... Instead of splashing your name boldly across the card – consider an attention grabbing headline.

Let people know why you're different than anybody else and why they need your services. A tagline or slogan will contribute to your branding and memorability. A graphic treatment of the tagline (font, color and any graphic effects used) can add visual interest to the card.

Never pass up an opportunity, no matter how small or off the wall, to leave your business card. A great public relations strategy is to leave them wherever you go — any place where others will see them.

Give your business cards out freely - don't be stingy.

Never leave home without them, no matter where you're going. You never know when a chance meeting may lead to a new client or potential job opportunity.

Use good business card etiquette.

When you give a business card, ask for one in return and make sure you read the business card before placing it in your wallet. This will make the person feel important and by doing so, he or she will keep this in mind when mentioning your name to someone else. By showing a sincere interest in another person by making them feel important, this will in turn, make you important to them.

Business Cards – The Essentials:

After your **name**, consider whether you want to include: **Degrees or professional credentials** that are unique to your field.

Company title will help identify your position within your company and can also make your company seem larger.

License number if you are required to display them by your industry regulations, it is a benefit that you offer to your clients, or if it differentiates you from your competition.

Contact information:

Addresses greatly increases your credibility and makes your business appear established. If you're concerned about privacy, use a post office box.

Telephone numbers: Consider offering a toll-free number, if you do business long distance, as well as your local number. To increase your accessibility to clients and prospects, include a **cell phone number**.

Fax number or efax account address, if important.

Email address: Your email address is an often-overlooked opportunity to brand your business. Instead of using a generic email address such as "SMertz@sc.rr.com", purchase your own domain name to use as your "Susan.Mertz@ImpactPR.net".

Website address: A must-have in today's business world even if it's a simple, one-page site that gives a few paragraphs of information about your business offerings and your contact information. A website offers potential clients an easy, no-pressure way to both learn more about your business, or to refer you to new clients.

Make an IMPACT! in 2007

Make an IMPACT! with
["Customized Communications"](#)

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

IMPACT! your community with
["Messages that Matter"](#)

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

[Understand how to better IMPACT! your customers](#)

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.