



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- 1. Find a template that reflects your brand’s personality.
- 2. Find the right typeface.
- 3. Settle on a size and shape.
- 4. Organize your information.
- 5. Do double duty.
- 6. Maximize your logo.
- 7. Leave some white space.
- 8. Add something special.
- 9. Include a call to action.
- 10. Proofread.

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Designing professional Bussiness cards

Short summary of the persona

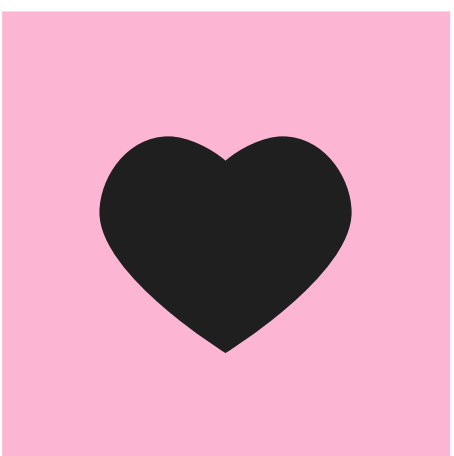
- Logo.
- Company name.
- Tagline.
- Your name & title.
- Contact details.
- Your address -online or physical.
- Social media handles.
- A QR code.

Aside from your name and job title, add your business name, telephone number, website, email address, and social media handles. Make sure you include all of this information on your business card so customers can easily contact you the way they feel most comfortable.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?