



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?

A good idea for what to put on the back of a business card is a brief list of your company's services.

Your business card design is an essential part of your branding and should act as a visual extension of your brand design

A business card is a small, printed, usually credit-card-sized paper card that holds your business details, such as name, contact details and brand logo

A tried business card is a tried- and -true marketing tool, whether you're restarting a side hustle or expanding your brick and mortar business

It's often the first interaction a customer has with your brand, so beyond reflecting your business in a positive way, it should contain pertinent information

They may think your business is chaotic or disorganized. Rely on quality color printing services to make an impact on your business card advertising.

BUSINESS CARD



Persona's name

Short summary of the persona

Business credit cards can help card holders take care of business expenses and enable small businesses to better track their business spending.

These cards typically offer higher credit lines, rewards and related perks and allow employee credit cards tied to the main account

You may need to provide a personal guarantee to take responsibility for the debt in case the business can't pay space up

Does

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

The sommelier, or "sommelier" in the traditional French, went for a simple yet elegant business card.

Simple, unique and specific, these cards or designs to catch the eye --and possibly the nose, too.

Though the card itself is your standard size and shape with a single color font, design studio branding world added a unique, industry-specific touch by intentionally staining each business card with real white from the bottom of a real wine glass.



Feels

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

