



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 side from your  
name and job title  
and your business  
name telephone  
number, website  
email address and  
social media handless

Make sure you include  
all of this information  
on your business card  
so customers can  
easily contact you the  
way they feel most  
comfortable

logo, company name,  
tagline, youru name title,  
contact details your  
address online of  
physical, social media  
handles. A QR code  
should be an  
proffessional Business  
Card.

Business  
Name

Memorable  
Branding

Proffessional  
layout and  
Design,  
Personality



Muthurani

Short summary of  
the persona

A business card  
is a highly  
personal form of  
marketing and  
does exactly  
what you need it.

Business cards  
serve the key  
purpose and getting  
you dey contact  
information into  
your client is hand

all in a matter of  
seconds  
fundamental to  
the value of the  
business card is  
its portability

Hosting key  
business  
Information such  
as your website  
email and phone  
number

A business card  
encurages people  
to contact you visit  
your business and  
learn more about  
you

Another way to  
encourage  
costomers to  
engane and hold on  
to your business  
card is by adding on  
incentive.



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?

See an example