



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?

Perhaps the most important aspect of any business card is all of the necessary contact information

A potential client needs in order to get in touch with you.

Next is your business name (or your name if you are advertising a service you specialize in , such as business coaching, etc.)

The name should be one of the most eye - catching elemens on your business card .

This includes your phone number

Email address , website URL, and the location of your business(if applicable).

The helping others to remember tihs can play a significant role in the success of your services.

Next time they require the products or services of you certainly want to be the first who comes to mind!



R . Jeeva Jothi

Short summary of the persona

Additionally , your business cart branding needs to be on point.

By this , we mean that the color scheme, logo , fonts, and imagery.

Speaking of visual ptresece, you ' ll also want to utilize the speace of your business card

To do this , pay attention to things such as alignment and spacing.

Neet to be cohesive across all of your branding material

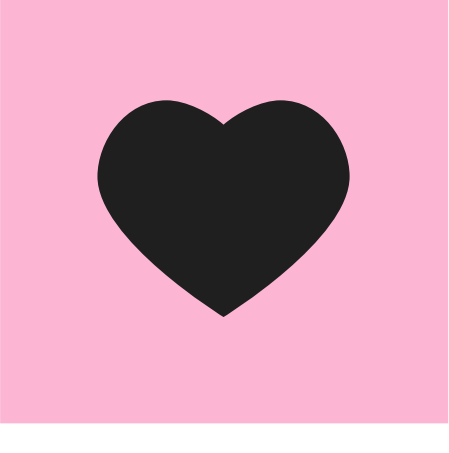
Doing so helps your audience recognize you instantly (before they even spot your logo).

Text placed on the right side of the card should be right - aligned.

And any graphics or effects should be imperessionable , without drowning out imporant informat ion.



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?