



Says



Thinks

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

This will ensure nothing important gets cut off your business card. And that it looks professional. No one wants the most noticeable thing about their business card to be that it is off-center!

A business card represents the next step in making your small business dream a reality. And for many potential customers, it's the first interaction they'll have with your brand – so, make sure it's a positive one.

Type your paragraph...

And when designing your business card always use a grid. This keeps your design in proportion to ensure it looks professional. Grids also work with the Golden Ratio. This means your cards will be aesthetically pleasing for your clients.

Your business card tells potential clients and future customers what you're all about in just a single glance. Though smartphones and online social networking can end up dominating many in-person interactions, a memorable business card helps you cut through the digital noise and stand out.

A thoughtfully-designed business card does more than carry your contact information. It will make you look professional, build trust in customers, and set your small business apart from others.

Be on the lookout for advice from Tristan Le Breton, Creative Director at 99designs. 99designs is a creative platform that specializes in connecting graphic designers with their clients to create logos, websites, and more.



Persona's name
Short summary of the persona

These business multi-tools fulfil many of the professional's basic needs: advertising, brand recognition, call-to-action, and of course contact information. When designed right, these pocket-sized billboards can leave a lasting impression and create life-long customers from passing strangers.

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

Business cards alongside designed email signatures, letterheads, branded envelopes all help to create a consistent brand experience for customers or partners of your business or brand.

A business card plays an important role in product marketing and networking with others in your industry, especially for small business owners. Well-designed business cards can help a company differentiate itself and make a positive first impression.

Business cards also communicate a sense of security to the recipient, showing that you are part of an established business that is ready and willing to work together.

While there are online platforms that can serve as an online business card of sorts, the art of designing and giving a potential client or employer a business card after a successful meeting is still relevant today.



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