Why should you have a business card?
- It is an integral part of your pitch, it allows you to trade information with a potential employer or industry contact
- It allows you an opening to ask for someone else’s card in return
- An easy way to allow contacts to look at your online information

What should you include?
- The basics – name, address, email, phone
- Other options
  - LinkedIn address
  - QR code or link to your webpage (if applicable)
  - Any other online content you feel relevant

How to print?
- Through Dal Communications and Marketing (see our handout titled, Dalhousie Student Business Cards)
- Print at home using Microsoft Publisher and perforated card stock from a paper company
- Many online outlets

Some tips
- Ditch the high school email address of farm.girl@silly.com and move to an adult email address that follows a more formal format, ie. firstandlastname@dal.ca or @gmail.com
- Think outside the box
- Use formats, fonts, tag lines that show your personality
- Always be professional!