

# THE RIGHT FORMULA TO GET HIRED – By Ray Kaelin

## THE BUSINESS CARD

© TKG, LLC 2012

In creating your business card, keep in mind three things:

- (1). Keep it Simple (just the facts)
- (2). Personalize it (but not too much)
- (3). Add a Professional Blurb on the back, but only if you are currently job seeking for a specific line of work or work in a specific occupational area that you want to advertise your availability.

### (1). Keep it Simple:

A good business card should include all the necessary contact information about yourself, and often no more, no less. I usually DO NOT put a job title or occupational heading on the face of the card. I prefer to do that when I meet the person I'm passing the card to. Sometimes I like the flexibility of putting any additional qualifying nuance on my job and/or career title. If the title on the card seems too restrictive, then my flexibility is diminished. I'm locked into a perception of myself that I'd rather expand on in person.

Also, the card itself should be about the size of a typical charge card but I've seen them in all shapes and sizes, depending upon the effect and/or impact you want to create. Usually in business and often in academia, a non standard sized business card will make you appear unprofessional and inexperienced. In the entertainment field – anything goes, and it usually does.

### THE FRONT FACE OF THE BUSINESS CARD



### (2). Personalize it.

I much prefer a business card that shows some professional flair on design, font and typeset. But, I don't like frilly, glossy or fancy paper. And non-standard typesets can be jarring. The paper should be sturdy, the color could be any range of conservative tones (tans, blues, grays, etc.) and the texture should be subtle and professional.

I like using a bold separator line between my name and my contact information. It makes a statement.

### **(3). Add a Professional Blurb on the back, if needed**

Often, I've been asked if anything should be printed on the back of the business card. People usually leave it blank, and I believe it is to allow anyone to jot down any additional personal data about the personal giving them the card – say perhaps a follow up date or any other point of pertinent info.

For myself I like to print a little blurb about myself on the back but I also leave some space at the bottom for any notes and such. If you are job seeking for a specific line of work or work in a specific occupational area that you hope to advance in, then add a blurb about yourself on the back. It won't lock you into a perception of you that would be too narrow or restrictive for a job search where a range of positions are available to you.

I find that using a skinnied-down version of the summary statement from my resume works quite well in this venue. See how I used the salient points of the summary statement to develop a succinct blurb

<b><u>SUMMARY STATEMENT:</u></b>	
I am an energetic, dedicated and multi-skilled graduate in Education and World History looking for an opportunity to provide instruction and guidance to high school and college students in their goals for academic excellence.	
I believe I can do an excellent job for you. Areas of expertise include:	
Classroom Group Dynamics	Cultural Anthropology
Academic Motivational Techniques	Ancient Classical Civilizations
Martial Arts Training and Instruction	Archaeological Tours of Rome and Pompeii

The following is the blurb statement that is the consolidation of the main points of my summary statement from my resume.

### **PROFESSIONAL SUMMARY:**

I am a graduate in Education and World History  
looking for an opportunity to provide instruction and  
guidance to high school and college students in their  
goals for academic excellence.

I kept it short and sweet with the salient points that I'd like any perspective employer or business contact to know about me. Also; taking into account that I want to allow for some space at the bottom for any notes I might want to make in the course of using the card as a networking tool, this is the suggested design I would use. But please note, the professional summary blurb on the back of your business card is a personal preference and it is solely up to you

### **THE BACK FACE OF THE BUSINESS CARD**

## **PROFESSIONAL SUMMARY:**

I am a graduate in Education and World History looking for an opportunity to provide instruction and guidance to high school and college students in their goals for academic excellence.

notes: