

Make Your Business Cards Stand Out From the Pack

" It pays to be unique.

People like to see something they never have before, and you can't find a better way to get people to remember you than by bucking the trend.

What kinds of things stick in your mind? Are you drawn to the stuff people have been doing over and over again for years, or do you find yourself taking the time to take a second glance at the new and innovative styles of marketing?

This can be one of the most important things to be aware of when it comes to your business cards.

People get business cards printed for one specific reason: to be remembered. You're handing someone a card so they'll remember who you are months or years down the line. Now what good will a standard, non-descript card do you? Don't expect people to remember you based purely on the name you put on your card. Make the very card itself something memorable.

[Custom printing](#) is the best means to vary up your business cards. Maybe paper isn't the right thing for you. Try to get a plastic business card, or even a metal one. How many times have you been handed a business card made out of something other than paper? The fewer people that are doing it the better the chances are that you'll be the one people are more likely to take notice of.

What about a business card that opens up to give additional information? Have your card act as a small folder where you can open up a flap to have a lot more info than you could place on a normal card.

A lot of people like to keep business cards in a Rolodex. You can have the bottom of your card designed so that the very card itself can easily be inserted into those Rolodexes. That way as soon as someone gets your card they can organize it away and have it at their fingertips the next time they need it.

Maybe getting a magnetic business card will suit your needs. Allow people to put up that business card in plain sight, rather than hidden away in a box or in a normal holder.

And the things I'm mentioning here are just the tip of the iceberg. You might go for an artistic look to your card, or you might have a detailed description of your company and what you do on the back of your card.

Take the custom in custom printing to heart and figure out something that has never been done before. Find a way of expressing yourself different from all those cards you're going to be getting on a regular basis.

Make your card something you can be proud of, and you'll give people something that makes it easy to remember who you are. You can't expect to be noticed if you aren't doing anything to stand out from the rest of the crowd.

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About the Author

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