**Design your business card**

Successful marketing requires communicating the right image of your company to your potential customers — and then continuing the relationship after the initial purchase. A key tool in those efforts is a business card. In addition to serving as a convenient reminder of your contact information, a business card introduces your company and reinforces your company's image. A business card is also invaluable in building and sustaining word-of-mouth marketing.

But business cards don't do any good hiding in your desk, so get them circulating!

* Offer business cards to your customers every time you see them, not just the first time.
* Give business cards to every person in a group, not just the boss.
* Hand out two cards, not just one. Ask the recipient to pass the extra one on to someone else.
* Enclose two cards with every letter, birthday or holiday card, and thank-you note.
* Include two cards in every media kit.

Publisher makes it easy to produce effective business cards, whether you create your own design or use one of the Publisher designs. You can use **Color Schemes** and **Font Schemes** to select the colors and fonts that most accurately express your company image. You can further customize your business cards for specific market segments or locales, and you can add names and job titles for new employees as your business grows.

It's helpful to select your printing method at the beginning of the design process, so you can plan ahead for any printing issues that may affect your design decisions. The business cards that you design in Publisher can be printed on your desktop printer or taken to a commercial printer, depending on your needs:

* You might want to take your design to a commercial printer if you have to precisely match a specific color, need a large quantity, or need precise alignment or folds. Commercial printers have sophisticated machinery and offer a variety of papers, inks, varnishes, and other options.
* You can get great results with a desktop printer, too. Using a desktop printer is usually less expensive than going to a commercial printer (especially for smaller quantities), plus you have the flexibility to change your business cards at any time to better fit your needs. Most office supply stores carry pre-scored card sheets in a range of colors, as well as specialty papers with preprinted designs on them.

No matter how you choose to print your business cards, remember to include these basic elements:

* Your company name and logo
* Your name and title
* Your mailing address and phone and fax numbers
* Your e-mail address
* Your Web site address (URL)