**BUSINESS CARDS for the 21st CENTURY**

Think strategically when choosing what information to share. Typically, employers are looking for the basics: name, title/industry, email address and phone number. Include bonus information that showcases the breadth of your professional work, such as your website, LinkedIn profile or Twitter handle.

**JOHN P. CARVANA**
CRITICAL THINKER, MARKETING, ENTREPRENEUR

- ipc344@drexel.edu
- 916-325-4644
- www.breannamiller.com
- www.linkedin.com/in/johncarvana
- @drexeljohn

Stick to the standard business card size—unless you're feeling adventurous. Standard size is 3.5” x 2”. Choose your information wisely and don’t be afraid of a little white space.

Keep your personal brand consistent. Your card should reflect the same look and feel as your resume, cover letter and personal website.

Tell your story—quickly. Include a tagline that closely aligns with your personal brand. Be brief. Be brilliant!

#TRAILBLAZER

Now is not the time for creative typography. Stick to 1-2 clean, legible fonts. Make sure your font sizes are no smaller than 10 points.

**CARD TRICKS FOR SUCCESS**

- Be your own brand ambassador. Always carry your personal business cards wherever you go.
- Shock and awe. Printing on a colorful background is 10X more likely to leave a lasting impression.
- White space is your friend. Leave plenty of space for potential employers to take notes directly on your card.
- Say no to fancy stock. Printing on glossy or fancy paper hinders the ability to scribble down notes easily.