

## Career Tips

### Business Card Exchange

It is amazing how a business card can make a difference, but this small card is your first impression. It may also be your only lasting connection with a prospective client.

Here are the top 10 business card tips to help boost your career:

1. Keep your business card up-to-date. Never present a card that you crossed out your phone number or e-mail address.
2. A business card is not a novel. State only the necessary information and look professional.
3. Never sit on your cards. Do not place them in your wallet and then sit on them. When you pull them out from behind, they will be slightly bent and very warm.
4. Present the card with your name facing the person. Stand, present with two hands (preferably) and even a slight bow. Try it and you will look very professional.
5. Never leave home without your cards. Always have enough to get you through any business trip or trade show. How embarrassing to say you have none left.
6. During trade shows or conventions, always keep your business cards separated. Have your own cards either in your name badge holder or in a card holder. Place the cards you collect in another area. Avoid shuffling the cards and handing a person a card that is either written on or is not yours.
7. Avoid tossing them across a table during a meal function. Either pass them around the table (to your right) or stand up and deliver the card. Remember to present with your name facing the recipient.
8. Read a person's card. This will help you remember their name and also provide further chit-chat.
9. Avoid writing on a person's card. Carry a small notepad.
10. Always follow-up. After you meet and exchange cards, if there is any follow-up, be sure to handle that request within 24-48 hours, if not sooner.

**A business card exchange is critical to success in any industry. Remember – never leave home (or your office) without them.**

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