

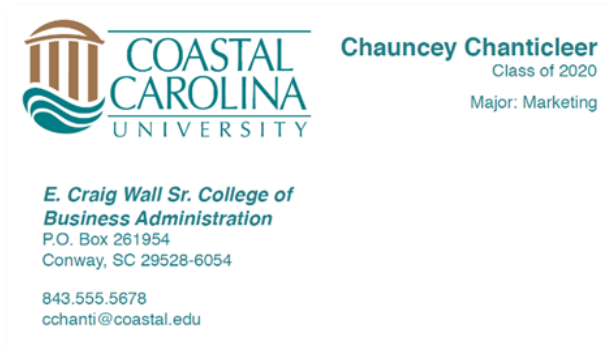
# Student Business Cards

Having your own business cards as a student is a great way for you to **stand out, appear more professional, and market yourself to recruiters and employers**. A business card can also help make networking easier: by asking others to exchange business cards, not only will they have your name and contact information, but you will also have theirs. This can help you expand your network. Note that some companies do not accept student resumes in person at career fairs and networking events; they ask students to apply online. Handing out your business card in these situations will help recruiters remember you later on. **Current students can either order CCU business cards for free** or create their own online – review the guidelines below to get started!

## ORDER CCU BUSINESS CARDS AT NO CHARGE

CCU students can order student business cards at no charge through the Office of Campus Life and Student Engagement by going to [www.coastal.edu/cards](http://www.coastal.edu/cards) and completing the online form. Note the following:

- Only currently enrolled CCU students have access to this service.
- Double-check that all information (name, class year, major and contact information) is correct prior to submitting your online order.
- Your initial order of 300 business cards is at no charge. If you spot an error after the cards are printed or would like to reorder, the fee is \$57.00.
- Because these business cards are ordered through Coastal Carolina University, your business cards will include the University's mailing address. This cannot be changed. Neither can the format.
- Delivery time takes five to six weeks after the order submission, so plan ahead! You will receive an email when your cards are available for pick up at the Office of Campus Life and Student Engagement.



*CCU Business Card Sample*

## CREATE YOUR OWN BUSINESS CARDS

You can also create and purchase your own business cards through online vendors such as Vistaprint.com, moo.com and uprinting.com. Information to include on your business card is listed below.

### REQUIRED INFORMATION:

- Your first and last name
- Your contact information:
  - Phone number – list your primary phone number (ideally, a cell phone number)
  - Email address – Use a professional email address that you check daily and that includes just your name and/or initials. Example: sarapsmith@gmail.com; jwconner@coastal.edu
  - A mailing address is optional. You could list your full mailing address, just your city and state, or no address.

### OPTIONAL INFORMATION:

- University name with major(s) and minor(s)/degrees you're working toward
- Your graduation date (month and year) so employers know your availability
- A nice photo of yourself and/or a logo or slogan to make you and your card more memorable
- Your personalized LinkedIn URL or Twitter handle (if your profiles are updated and professional)
- A website URL that professionally brands your experience and skill sets
- A QR code - Having a QR code can offer recruiters and other professional contacts access to complimentary information (your online resume, professional web page, digital portfolio, etc.) that is too much to list on a business card. You can create QR codes at <http://qrcode.kaywa.com>.
- NOTE:** CCU logos/emblems are trademarked and cannot be used. Should you choose to include "Coastal Carolina University," "CCU," and/or "Chanticleer" on your card, you must email a PDF proof to [editor@coastal.edu](mailto:editor@coastal.edu) for approval prior to purchasing your order.



*Create Your Own Business Card Sample*

### BUSINESS CARD TIPS

- Always proofread your business card. Having a typo or error on your card will leave a negative and unprofessional impression. Also make sure that all your contact information is correct and up to date.
- Make sure the font size is big enough and easy to read.
- Keep a slight blank border as a "safe zone" on your business card design. This will ensure that no text or graphic will be cut off when printing.
- Feel free to be creative, but not too creative. A simple, clean design can work too.
- Always carry your business cards with you. You never know when you will run into someone whom you'd like to connect with professionally.
- Use a business card holder or wallet to keep your cards wrinkle- and dirt-free.

### WHEN TO HAND OUT YOUR BUSINESS CARDS

- Networking (at a career fair, professional event, conference, employer event, etc.) is a great time to exchange business cards. At the end of the conversation, you could say: "I enjoyed speaking with you. Let me give you my business card. I'd like to stay in touch." This should encourage the other person to give you his/her card, but if not, you can kindly ask for theirs.
- After a meeting or an interview, you could hand out your business card(s). You could say: "Thanks so much for meeting with me. Here's my business card to hold on to."
- When distributing physical copies of your resume and other job application materials, you could paper clip your business card in the top left corner.
- When writing a thank you card to a professional you'd like to stay in contact with (mentor, internship supervisor, informational interviewee, recruiter, etc.), enclose a business card.
- Avoid carelessly handing out your business cards as this can make a bad impression.

### AFTER THE EXCHANGE

- Take notes about your interaction with your new contact on the back of his/her business card. This should be done immediately, yet out of your new contact's sight. This will help you remember who they are and what you talked about, as well as assist with formulating a follow-up email to them.
- Follow up via email with your new contacts within two days after your first encounter. Otherwise, they may forget you.
- Connect with them on LinkedIn or Twitter. Make sure to include a personalized note if sending a connection invite on LinkedIn.
- Hold on to all business cards you collect. You may need to connect with these contacts in the future.