

Business Cards

What are y'all's thoughts on business cards.as in, how elaborate? shape? front and back printing? color? Picture/no picture?

It seems styles go through phases. I am about to redo mine, which have always been two color, off-white, with black print. It doesn't seem that most people really notice cards that much, do you think so?

Also, Vista Print seems to be a go-to company for do-it-yourself cards. Any other really good, inexpensive, online ones out there?

Bobby, I like Moo cards. They are not real cheap but people comment on how nice they are. For a purchase that I make every couple of years or so, the increased cost is minimal

https://www.moo.com/us/?gclid=Cj0KCQiAhP2BBhDdARIsAJEzXIFeMvfoKwbDrWN1eugtuk1CVJOt7T0HextynbLIADGxhQrTZQLm2fYaAmsLEALw_wcB&gclid=aw.ds

Ronald Jones, Florida

Until the owners retired, I used a local printer for my business cards; now I use Moo. I created a deck of 10 double sided business cards; the front side has my basic contact information while the back side has a notable quote of some kind (10 cards = 10 different quotes). The quotes were selected to be non-political, non-religious and tangentially related to my practice - the idea being that the quote would/might start a conversation and allow me to expound on how it relates to how I practice law and perhaps remind the card's recipient of that discussion at some later date. So far the first part works the majority of the time as for the second, I have no idea if it works or not.

As for the rest of your questions - stay with a standard size card, use a good quality heavy stock, make it easy to read and easy to find your contact information.

Bruce Cameron

I am surprised how often I use my business cards. Mine are colored text and logo on a white background; nothing edgy or trendy. I bought mine on Moo because I could make different backs for my cards that highlight the different services I offer. I also have some 'generic' backs with my logo that say "I solve the legal problems Google can't answer" and "Concerto Law knows that doing it right the first time saves money in the long run". People notice the backs and comment on them to me.

Basically, I use the back of my card as an opportunity to advertise my specialty and keep a consistent brand image. Most law firm names are not sufficiently distinctive that the average consumer knows what type of law we practice. So, yes, in my line of work, business cards come in handy but they may not work for everyone or every niche.

I don't use my photo because I am camera averse and do not like to have my photo taken.

As to square ones or ones made of metal, I like the paper standard rectangle because it fits into a wallet even though it is less memorable than other unique shapes, sizes, and materials.

Christine J. Kuntz, Pennsylvania

I have a fancier card. My logo sticks up out of the card. I don't remember what they called it. Some sort of fancy print. Two sided - color.

As for where, I hate Vistaprint and Moo and all of those other websites. To me, if we are going to encourage people to hire us and not use Legalzoom, we should practice what we preach and hire local printers to make our cards, even if it costs a bit more.'

Jonathan Stein, California

+1 on the Moo cards.

I'm a decent (but not great) amateur photographer, so I had a series of my photos printed on the back of the cards (if memory serves, I got five different ones). I also

get slightly heavier cards. Between the photos and the heavier stock, I get lots of positive feedback.

I doubt anyone has ever hired me because of the cards, but if it means they don't get tossed in the trash right away, they may still be lying around when someone asks for a referral.

Brian H. Cole, California

I did MOO. Mine are squares with my logo on one side, and my info with a smaller logo on the back. Very affordable!

AnnMichelle G Hart, Washington

One of our more creative brethren uses a stainless steel can opener, one LG which is displayed proudly on my filing cabinet.

Jim Moriarty, Iowa

Do you mean that this person has substituted actual business cards with a metal can opener, presumably marked with his or her firm's name and logo, or that the person just gives out these promo items in addition to business cards?

Heck, I give out promotional pens, refrigerator magnets, and even custom-labeled lip balm, but none of those things take the place of real business cards.

Andrew C. McDannold, Florida

On a related note, I know a criminal lawyer who has/had a paragraph printed on the back of his cards that says something like "Officer, I will fully cooperate with you but I do not wish to make a statement until I confer with Mr. Smith and ask that I be allowed to call him as soon as possible."

Marilou Auer (retired legal clerk/secretary), Virginia