

Personal business cards are used when networking and searching for internships/jobs. These cards are typically shared during formal introductions to professionals and potential employers. While not required, they are helpful during career fairs, networking events, informational interviews, internship/job interviews, and/or impromptu interactions.

WHY YOU NEED A BUSINESS CARD:

Business cards are relationship builders and ways to stay in touch. A business card is a great way to help build your personal brand. Effective business cards eliminate the possibility of someone you just met forgetting you and/or not having accurate and up-to-date contact information in order to reach you again.

WHAT YOU COULD INCLUDE:

- Name and title
- School/Company
- Email address (professional)
- Phone number
- Website URL/Social Media Handles (such as LinkedIn, Twitter, Instagram, Online Portfolios, and/or Personal web pages)
- **(Optional):** If you have a two-sided business card, you can either add skills/qualifications or a tagline such as a quote or shortened elevator pitch on the back

FORMATTING A BUSINESS CARD:

- A business card should be tailored to your industry of interest
- Templates are available, but you can also build it from scratch. Test out different fonts, colors, and designs
- Be mindful of how much information is written; too much information can make a card look sloppy and hard to read, while too little can leave it looking empty and unprofessional

WHERE TO START:

You can build a business card using the following resources:

- A local office/supply/print store
- Microsoft Word
- Online sites (i.e., Vistaprint, MOO, Jukebox, Canva, and Zazzle)
- Seton Hall University Print Shop (*the only option if you want to use the official SHU logo*)

EXAMPLES:



*For additional information on business card tips, speak with a career advisor.
Appointments can be scheduled by visiting Bayley Hall room 209 or calling 973-761-9355.*