



**Q: Our lawyers want to add our home phone numbers to our business cards. Should we?**

**A:** Many firms ask us to add their home or cell phone numbers to the business cards when we're redesigning their stationery materials, thinking that it will make them look more responsive. And I think it's a good idea.

However -- what I recommend is this:

Instead of adding it to the card, which *does* make you look slightly more service-oriented, leave it off. Then, after you give your card to someone, pause, then take it back from them (almost as an afterthought), then *hand write* your home or cell phone on it.

In this situation you don't just look more available, but more importantly, now they feel really special. You've taken it up an order of magnitude in their eyes, really without doing that much different.

Try it. It has a very powerful effect.