



Law Firm Marketing Basics: Business Cards

Talking about business cards on a law firm marketing blog may seem anachronistic – sort of like punishing a teenager by taking away phone time. What person under 20 *talks* on the phone anymore, anyway?

But business cards, the venerated elders of the marketing world, are still relevant. And they have to work hard for your firm. They must give a memorable first impression and keep working long after they are handed over. They are your mini brand ambassadors.

Your business card may be the only physical item colleagues and prospects have connecting them to your firm. While online referrals are an increasingly lucrative source of new business, attorneys still have ample opportunity to hand out business cards at social and professional events. You never know when you are going to meet a potential client. Someone you ran into months ago at a convention or yesterday at a luncheon may one day need you.

The business card, while small, can speak volumes. Your firm may be top of your market, but a flimsy, poorly designed card says all the wrong things. Fortunately, there are plenty of creative ways to spice up a business card on any budget. Here are a few tips:

1. **Pick a quality paper.** At the very least, pick a sturdy stock. You may also consider using a unique finish or texture. Cards are tactile. Use that feature to your advantage.
2. **Use unique graphics (or none at all).** Standard graphics, like gavels and handshakes, are not memorable. Even if your firm is corporate or conservative (and must design accordingly), there is a unique picture out there for you. Try to find a different angle --- literally or figuratively – on a common subject.
3. **Draw attention with pops of color.** Even cards that only use one or two colors can use them wisely. Colors draw attention to important information and make a card stand out from its boring competition. When people are glancing through a collection of cards, the right use of color can get yours noticed.





4. **Include only essential information.** Business cards do not need to tell your life story. They need to give people an easy way to contact you. Simple cards that use white space effectively will stand out among clutter. Direct people to your website for additional information or details.

5. **Use die cuts or interesting shapes.** Business cards do not have to be a perfect rectangle. They can be circles, ovals, squares, talk bubbles or any other shape. They can utilize die cuts within the rectangle. Just be sure that, whatever the shape, they will fit in a standard business card holder. Make your card unique, not difficult to hold on to.

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