

{4OVER4.COM) – 04 – Blog1 – 5 Ways to Make Your Business Card Stand Out

Document Title/H1: How to Make Your Business Card Stand Out

Keyword focus: Business card

URL: www.4over4.com/blog/business-card-stand-out

Metatags: business card, business card texture, business card thickness, premium business cards

Title tag (Page Title): 5 Ways to Make Your Business Card Stand Out | 4over4.com

Meta description: Do you want your business card to stand out from the rest? It's easy to get forgotten in a pile of business cards in a drawer. Don't let this be the case for you. 4OVER4 offers you the best tried and tested tips to make you memorable to your new contacts. Learn how to be outstanding right now.

Keywords: business card, outstanding business card, stand out

Recommended image (Shutterstock):

<https://www.shutterstock.com/image-photo/business-discussion-talking-deal-concept-505805551?src=zbOR-muGOAFUGGW56XNbJg-1-0>

Image alt description: man-hand-business-card

Right now, in most wallets, there are **business cards** that have sat there for eons, aging and never being used. On desks, and in drawers in many offices, there are many more of such cards.

Once upon a time, the owner of the card gave it out in the hope of starting a business relationship. But how come the person they gave it to never used it? Why didn't it come to mind?

Why is it that when they needed a website designer, they didn't think of the one who gave them a **business card** at that internet marketing conference?

Oh yeah, that's right. They also got about 15-20 more cards on the same day. Some of them went straight to being business partners and valuable contacts, while others got forgotten in a river of many others just like them.

Image link (Shutterstock):

<https://www.shutterstock.com/image-photo/delegates-networking-conference-drink-s-reception-479633479?src=8ywJXjNRILzsHPP4CQil4w-1-2>

Image alt description: people-networking-conference

How did their business card stand out and yours didn't? Why is it that when the time came for business, yours wasn't an option?

We're going to tell you why and then move on to show you what others are doing that you need to start doing.

<h2>Things to Avoid on a **Business Card**</h2>

Maybe the problem isn't what you're not doing but what you're doing. We can all point to at least one card we got in the past that showed that the owner didn't put in any effort to impress. Also, there are those cards that were just too much, overdone and painful to the eyes.

Here are some things that made them like that:

<h3>Including Every Bit of Your Contact Info</h3>

It is tempting to include every way you can be reached. Your office address, email address, work number, mobile number, and social media handles – at what point is it too much?

You may be giving way too much information to process at once. Ask yourself which media is easy for you and your recipient to communicate with? Include the vital ones and leave excess info for later.

<h3>Designing and Printing with No Purpose</h3>

Your **business card** has to serve a purpose. For some people linking people to their website is more important than showing them where they can be reached in real life. This will help in the designing process. For example, a QR code on the back of the card can direct someone straight to the website. A card with no purpose does everything and nothing at the same time without getting either right.

<h3>Printing on Cheap Paper</h3>

Besides the obvious reason that cheap paper can fail you when durability is needed, this could annoy some people in some circles. It affects your impression on them. People may see you as that person who hurried to get as many cards as they could with as little money as possible to distribute to everyone.

<h3>Not Printing Professionally</h3>

There are many ways to get this wrong when you don't print with a professional. It seems like the easiest and cheapest way to get your **business cards**. But it is also the

easiest and cheapest way to chase potential business contacts away. A card cut haphazardly or printed poorly speaks badly of you, the owner.

<h2>How to Make Yours Stand Out</h2>

Image link: <https://www.pexels.com/photo/man-sitting-on-brown-chair-1415856/>

Image alt description: man-sitting-on-a-chair-business-card

Now that we have gotten the mistakes out of the way, let's talk about getting it, not just right, but perfectly.

What can you do today to make your business card stand out of the thousands of conventionally-printed cards out there? Here are 5 ways to make outstanding cards, and attract more success.

<h3>Shape & Size – Think Outside the 3.5 × 2 Box</h3>

Fashion designers do it. This is how new trends are set. You think outside the box. You challenge what people call normal or conventional. Your card doesn't have to be what they say it must be. If you want to stand out, you have to make people take a second look at you. One way to get that second look is to own that card that doesn't just fit in but stands out. Did you know your **business card** can have rounded corners?

Image link (Shutterstock):

https://www.shutterstock.com/image-vector/red-modern-creative-business-card-name-546970927?src=f_n4fKrmZ6pel6R52Gt9ww-1-23

Image alt description: business-card-rounded-corners

<h3>Give it Some Texture</h3>

Appeal to sight as well as to touch, make your card something to be felt and related with. Another way to make your card stand out is to use [foil stamping](#). You can also give it a raised glossy texture so your card has that extra spice to make it outstanding.

<h3>Personalize Your Cards</h3>

There are little statements you can make on your card that makes your recipient feel this one was designed for them.

One way is to make use of white space, there's a lot you can achieve with this. You can leave the back of the card blank, and then write something personal on it before handing it out. Maybe something catchy that they can remember easily from the time they spent with you. Example: "Let me know when you finally want to launch that fishing blog."

<h3>Print on Thicker Papers</h3>

This one counters what cheap paper does to your impression. This one says "I'm worthy of extra attention". Those cards printed on the conventional card stock can get lost in drawers, but not thick paper. You can even choose how thick you want it to be, all the way to [ultra-thick](#).

<h3>Add Something Creative</h3>

[AllBusiness.com](#) talked to some entrepreneurs and they shared valuable ideas on some creative things you can do to make your business card even more sophisticated and attention-grabbing.

They talked about adding your personal slogan on the card, including your photo and a QR code to your website. One was really interesting: Printing yours with glow in the dark ink. That is definitely something to think about if you're a locksmith and you want customers to reach you easily when they're locked out of their apartment at night.

<h2>Get Your Own Outstanding Business Cards</h2>

For over 2 decades, 4OVER4 has been providing businesses and entrepreneurs an affordable and classy way to stand out and beat their competitors in acquiring new business contacts and networking with their **business cards**.

Explore our extensive catalogue of premium [business cards](#) and be on top of your competition right now.