

CareerGrowth Group



October 24, 2007

Dear Successful Career Professionals

Last week I was quoted in the Christian Science Monitor on the subject of business cards, and I got to thinking about your business card as a strong part of your professional branding. Business cards can be different for corporate employees, entrepreneurs, and career transition candidates.

For successful career professionals, your business card should be handy to give to networking contacts 24/7 including the weekends. If someone asks for your business card and you don't have it available, this sends out an unprofessional message. When starting a new position ask for your business cards immediately. Most corporate business cards are pretty standard. Nevertheless, sometimes in a small company an individual can make a difference. The firm where a female client worked was located at Third Avenue and 42nd Street. The address that appeared on her business card was 201 East 42nd street and she asked why the partners chose that address. The partners who lived in Connecticut, told her they used that address because they wanted clients to know that the 42nd street location of the office was near Grand Central Station. She recommended to them that for Manhattanites the address of 675 Third Ave. (same building) sounded better and asked to have her card changed.

If you are an entrepreneur or free lancer your business card can be designed to deliver a message about your business brand to potential clients. A business writer who writes on financial business subjects needs a more conservative card with lots of white space than a person who creates films for cutting edge musicians. In the real estate field, many brokers have their photo on their business card. If you offer that service, a photo could be appropriate. For a stockbroker, a client would be more impressed by a list of credentials such as the CFP and/or MBA.

If you are a management candidate in transition, you need a business card. To say that you are looking for a new job, and don't have a card is unacceptable. Anyone can print cards on their computer or have them printed very inexpensively at Staples or Kinkos. You can have your name, contact information, and a summary of your work history i.e. MBA with 10 years financial management experience at Morgan Stanley or advertising executive relocating to NYC from Los Angeles on your business card.

All successful career professionals know that they need to create a personalized/professional brand. As you know, the business card speaks a lot about your personal career brand. To discuss what the next steps are in creating a brand statement or strategy, it may be worth speaking to a career counselor. Please give me a call to discuss when you are ready to take that step.

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About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.