

# CareerGrowth Group



March 5, 2009

## Dear Successful Career Professionals

During the past several weeks, I have been volunteering at job fairs and church gatherings to provide all types of services from *Resume Critiquing* to *Job Search Strategy*. After all this time in the field, my observations lead me to believe that some of the most talented and successful people in finance, advertising and marketing have lost their positions in the past few months or are about to lose them this month. What struck me most was how poorly prepared professionals are in networking to meet new people and developing relationships with those people who can become important contacts. 85% of new jobs available are found by targeted networking. While a certain amount of networking can be done on social networking sites (LinkedIn, Facebook, Twitter, etc.), nothing beats meeting a new contact in person -- face to face. What do you do once you've met your new contact? It isn't always a great idea to hand your resume to a person you just met. If you are at a career fair, or if someone asks for your resume, that's okay; but for new introductions, an exchange of business cards solidifies the meeting for both people. Today everyone needs a business card. "Never leave home without your card", whether you are working or not.

**Well-designed business cards can jump-start professionals** who have had their careers stall out on them. Cards are critical for people who are between jobs. "If you don't have one for networking, people that you meet might think that you are naïve not to have one." What should be on your card if you aren't working? If you have been a Relationship Manager at two different banks over the past 18 years, your card should have your name, previous job title and the names of two previous employers. You don't need to indicate that you aren't working.

**Where can you get a custom-made business card?** VistaPrint offers free business cards over the Internet. All that is necessary is to pay for the shipping. If you can get to STAPLES, you can get cards printed for less than \$20. Another way to get your cards printed is to buy the business card paper for your computer and print them yourself.

**Be creative about what you put on your card.** If you work in advertising, public relations or art design, your card should showcase your creative talent. Use a conservative paper color, white or beige if you are in finance, accounting or IT. Having a card that speaks to your brand takes a good deal of thought and consideration.

**If you need to create a networking strategy** complete with a terrific looking card that enables you to stand out from the competition, work with a career counselor. As I meet with my clients to develop and express their specific career brand, we spend time discussing business cards. Clients of mine who are working at Fortune 100 companies do not get business cards. They have their own business cards made. I can advise you about a campaign to brand yourself. You can be sure that we will spend time designing your new business card.

Best wishes,

*Beverly R. Daniel*

Beverly R. Daniel  
CareerGrowth Group  
575 Madison Avenue, Suite 1006  
New York, New York 10022  
(212) 980-2526 [BDanielCareers@aol.com](mailto:BDanielCareers@aol.com)  
Please visit [www.careergrowthgroup.com](http://www.careergrowthgroup.com)

**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. She holds an MBA in Management from New York University, Stern. Beverly studied for a Ph.D. in Clinical Psychology.