

## Business Cards: Should You Get Them Free?

Whether you own your own business or work for someone else, you need business cards. Even if your job isn't in 'business' exactly, having business cards is a good idea for being able to exchange contact information with other people. Business cards are not just about making money – but, if you are in business, you need to give some thought to whether free business cards are a good idea for you.

There are several Internet-based companies that offer free business cards. In most cases, you'll just pay for shipping and handling, a few dollars at most. You'll get to design your card from scratch or use a template to make professional-looking cards.

The problem with free business cards is that they only look professional on the front. On the back, you'll find an advertisement from the printing company. As soon as someone flips your card over to see the backside – either on purpose or just in the course of organizing their contacts – they will see the ad and know you didn't pay for your cards.

If you're in a non-business field, this might be fine. In fact, lots of people use free business cards who aren't in business at all – and the ad makes no difference for them. But if you're trying to make a good impression on potential customers or people you network with, you don't really want that ad to appear on the backs of your cards. It's like wearing a big sign that says you're too cheap to pay for a professional-looking card. That's not the impression you want to give!

The good news is that getting completely professional-looking business cards with either a blank flip-side or one printed with a calendar or other message you choose, isn't very expensive. You can expect to pay about \$25 or less for business cards you'll be proud to share.