

ASSOCIATION OF ENVIRONMENTAL & ENGINEERING GEOLOGISTS

Steps to Create an Effective Personal Business Card

Getting Started

1. Use an online business card service (like Vistaprint) to design your card.

Include *at least* the following information:

- Full name, email address, phone number, City and State
- Recommended: Your major/industry (ie – Engineering Geology)
- Optional: School, mailing address

2. Keep it simple!

- While you don't want too much blank space, you don't want too much clutter either.
- Include only the most important information. Remember, the card is there as a simple reminder to professionals about who you are, and will direct them to your résumé, which includes all the smaller details.

Turn Your Card into a Résumé!

3. Create a profile on a social business site like LinkedIn.

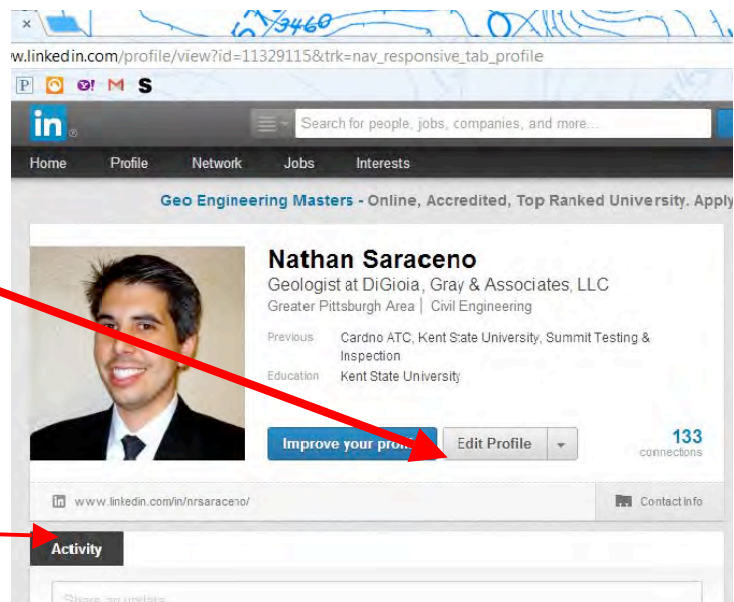
- Take the time to make it professional and as complete as possible!

4. Include your profile URL on your business card!

- This can be found under your profile picture
- Take a minute to create a custom URL using your name:

STEP 1: Click “Edit Profile”

- This is located on your main profile screen.



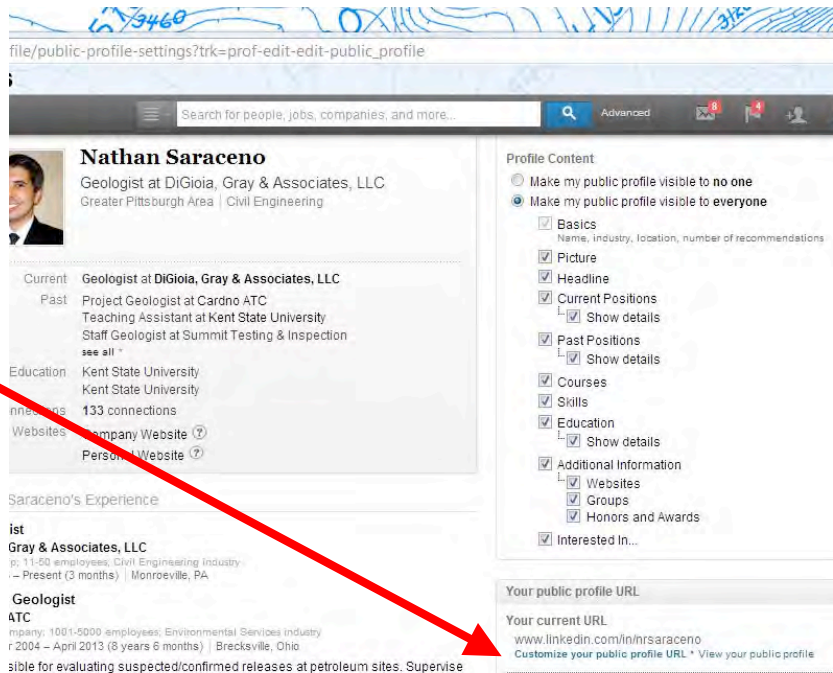
(Profile URL is located here)

STEP 2: Click on “Edit” next to your profile URL

- This is located underneath your profile image (See above)

STEP 3: Click “Customize your public profile URL”

- This is located in the right column in the box titled “Your public profile URL”



STEP 4: Keep it simple! The best URL to create is one that uses your name. I used my first and middle initials, followed by my full last name.

STEP 5: Include your custom profile URL on your personal business card. Now, anyone with your card, will also have your résumé!

Finishing Touches

5. Make it your own

- While you don't want to go crazy, using an image, color, shading or anything else can not only fill in any large empty spaces, but can be used to reflect your personality and make your card stand out.

6. QR Codes!

- More and more professionals are carrying smart phones and tablets. Take advantage and create a QR code to print on your card! The code should be made to link directly to your LinkedIn profile or other online résumé.
- Be sure to leave the URL address for those without scanning capabilities, or who prefer to use the computer!

Example Card



(Note: email address on example card is no longer valid)

Have questions or suggestions? Contact the AEG Student & Young Professional Support Committee: Co-Chairs Nathan Saraceno (nrsaraceno@gmail.com) and Adair Gallisdorfer (agallisdorfer@yahoo.com).