"Does Your Business Card Suck?"
For Disc Jockey News
By Joe Bunn

Recently, I spoke at the DJ Times Convention in Atlantic City, and then Mobile Beat Las Vegas. I asked for attendees to give me their card (I bribed them with prizes to get them). I literally gathered up hundreds of cards. On the flight home from Vegas, I started going through my recent batch, and I will have to say, I was disappointed. There were more bad cards than good, and we have got to change that!

Great websites are thousands of dollars, print ads are thousands of dollars. However, a business card (after the initial design) are only a few pennies each. The business card is the ultimate marketing tool! Shouldn't it be amazing?! Let me give you some tips after literally having dozens of versions over the past 25 years in the DJ biz.

Let's start with the design. The design is the key piece. Whatever you do, DON'T try this at home (unless of course, you are a graphic designer). I like to find local designers, normally freelance ones that work for themselves. They are cheaper than a large design firm and their turnaround time is usually very fast. Check their portfolio BEFORE spending any money, and then show them some examples of cards that you like.

Size matters. Business cards don't have to be the standard size anymore. My card (shown here) is a small square with rounded corners. You can also get cards cut to any size or shape you want (called die cutting) to really attract attention. It will cost you more, but you get the "wow factor" every time you hand it to someone. One thing to NOT do is to make it large...that just annoys people when they can't fit it into their pocket or wallet.

Make it match. Another key piece of the card is to make sure that it matches your current branding. In other words, your card needs to match your website which needs to match your brochure and so on.

Inform them. You would be shocked at how many of the cards that I collected at those two DJ conferences had NO Email address or website

on them! The audience you are targeting (young brides) barely even know how to use the phone anymore! They are constantly on the net looking for the best vendors. You need to have both email and web address on your card.

Speaking of email addresses…let me tell you what is never acceptable, DJBobCoolRock@aol.com. Number 1, who still uses AOL? Number 2, why would you not have an email address that matches your website? In other words, it should be bob@djbobcoolrock.com. There are no exceptions to this rule! Anything less than a custom email address is simply unprofessional.

And finally, what to put on the card. Normally, on one side of the card, I think that your logo is enough. However, another idea may be a professional photo of yourself which we often see Realtors do. On the other side is where the majority of your information should be.

The things you MUST have are your name, title, phone number, email address and web URL. Anything else is a bonus. I'm a big fan of social media and believe that it has directly led to business for my company. Therefore, I put both the Facebook and Twitter logos on the bottom of my card. If you have room, go ahead and put your Twitter handle (@bunndjco) and the direct link to your company Facebook page (www.facebook.com/joebunndjcompany.com).

Very few people seem to use "snail mail" and fax machines anymore, so I would suggest leaving those off. The only other thing that you may want to consider are QR codes. QR codes are those funny looking little squares you see on posters, business cards, and menus that when you scan them with a smartphone they take you to more media-a website, video, or discount. If you implement a QR code (which is easy to do), just make sure that you can track it to make sure that you are getting the results that you want from it.

These are just a few simple tips that you can do to improve your most important piece of marketing, the business card!

Do you have questions or need advice about your growing DJ business? Contact Joe Bunn, The DJ Whisperer, at info@bunndjcompany.com.