

business cards

IT'S IN THE CARDS

"Cards are hooks," says *Country Living* Senior Editor Frances Bailey. "When someone gives me a great business card, it immediately makes me want to go on her Web site." Indeed, your business card is one of the best tools for people to remember you and your company, so spend time thinking about the impression you want yours to make. (The cards shown here are standouts from *Country Living* editors' Rolodexes.) Keep the colors strong and simple, and don't be afraid to experiment with size and shape.



PANCAKES SO GOOD YOU'LL WANT BREAKFAST ALL DAY LONG, PG. 129

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PERCENT OF BUSINESS CARDS, IT'S BEEN ESTIMATED, ARE THROWN AWAY WITHIN 24 HOURS OF RECEIPT. DON'T LET YOURS BE ONE OF THEM. "KEEP A FOLDER OF COLORS THAT INSPIRE YOU," SAYS FRANCES. THEN VISIT YOUR LOCAL STATIONER AND PERUSE THE SAMPLES. IF THERE ISN'T A PAPER STORE NEARBY, CRANE.COM HAS A VAST SELECTION OF DESIGNS. ALSO CHECK OUT DAFONT.COM FOR FREE DOWNLOADABLE FONTS.