

## The Private Practice Marketing Roundtable

### Business Card Checklist

My business card:

- is clear about what service I offer (tagline or descriptive title)
- provides accurate contact information
- includes my web address
- includes my email address (if I expect/desire for clients to contact me this way)
- is not crammed with too much information
- makes good use of the back of the card (if desired)
- is easy to read - the font is large enough for my target market to read
- has good contrast between the ink color and the paper color
- has a professional “look and feel” that matches the image I want my practice to project
- has a logo or graphic treatment of my company name that is appealing to my target market
- is printed on high-quality paper
- does not have errors
- could serve as a mini-brochure for my business

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**Private Practice Marketing Roundtable**

*“Marketing and Business Development for Professionals in Private Practice”*

[www.PrivatePracticeMarketingRoundtable.com](http://www.PrivatePracticeMarketingRoundtable.com)

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