

## Ask the Employment Experts

*Dear Steve and Jon,*

*Why do I need a business card when I am unemployed? I had one when I was working, but don't understand why I need one now.*

*Signed: Real Card*

*Steve Hines, consultant, career coach and author of [Atlanta Jobs](#)*

Dear Card,  
You will have many occasions, especially while networking, when you will want to leave your listener with your background information and contact data, but when a resume would be inappropriate – for example, at meetings of professional associations and networking groups. Exchanging business cards is an accepted practice on nearly all occasions. A free source of business cards, for the employed or the unemployed, is the [Vista Print Web site](#).

*Jon Harvill CPC, recruiter with [Dunhill Professional Search](#)*

Dear Card,  
An effective job search calls for the frequent exchange of business cards. Offering a card ( something to remind them of you) usually solicits receiving a card (with future contact information). Increase the value of the exchange by writing what you are expecting from them, on the back of your card, and on their card, what is expected from you along with date and occasion..