

# Creating Your Own Business Cards

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March 12, 2025

Twin Cities Consultants Network

# Customizing Your Cards

Allows you to add information specific to your latest proposal:

- \* Social Media
- \* A line related to your specialty
- \* Change your phone number or email

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# How To Get Started

## Check Your Printer

Is it Laser or Ink Jet?

Is it Color or Black and White?

Does it offer a Single Sheet feeder?

Does it offer a Straight-Thru printing path?

Determine if the manual feed is face up or down.

Determine if the manual feed is head in or head out.



# Check your Printer

This shows the printer with labels showing the labels I have added:

Manual Feed: Head In  
Face Up

(Paper Tray Label)  
Face Down, Head Out



# Check your Printer

This shows the manual feed tray for inserting one page at a time.



# Check Your Printer

This shows a sheet of card stock inserted into the manual feed tray of the printer



# Get a Sample Package of Labels to Start

The ideal carrier sheet size is 8.5 x 11 inches, Business Cards are 2.0 x 3.5 Inches, allowing for 10 cards per page.

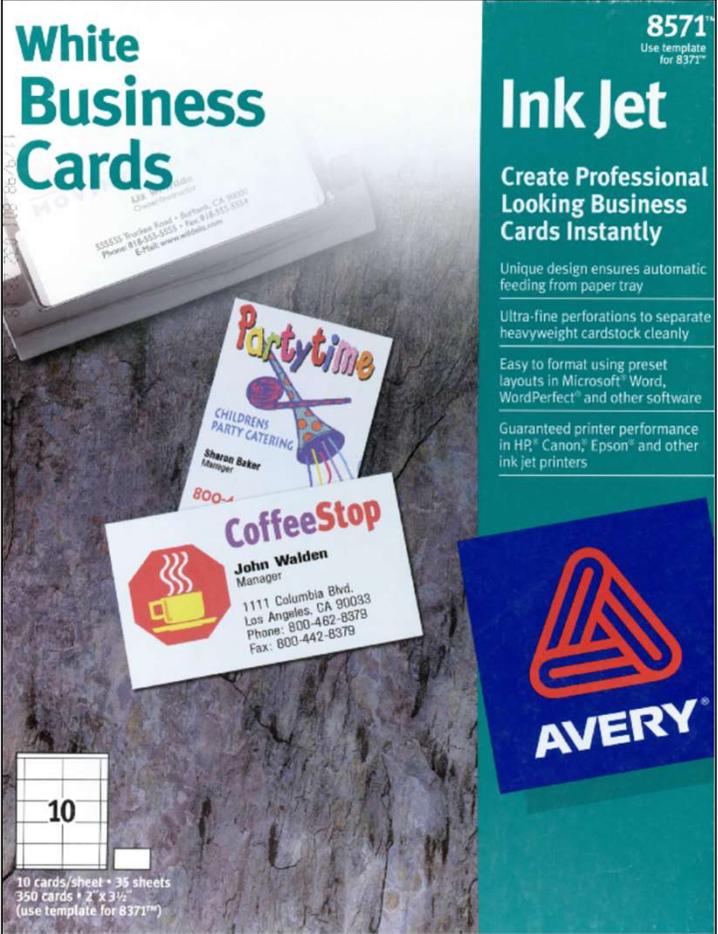
Select labels that have 10 positions per page in the Avery 8371 style.

Select a smaller quantity until you are comfortable with the compatibility of the labels and your printer.

Buy labels that match your printer—Laser Jet or Ink Jet.

Are you printing pictures on your cards? Select a product with a smooth or glossy finish.

Get a well-known brand with support software.



**White Business Cards**

8571™  
Use template for 8371™

**Ink Jet**

Create Professional Looking Business Cards Instantly

Unique design ensures automatic feeding from paper tray

Ultra-fine perforations to separate heavyweight cardstock cleanly

Easy to format using preset layouts in Microsoft® Word, WordPerfect® and other software

Guaranteed printer performance in HP®, Canon®, Epson® and other ink jet printers

**Partytime**  
CHILDRENS PARTY CATERING  
Sharon Baker  
Manager  
800-442-8379

**CoffeeStop**  
John Walden  
Manager  
1111 Columbia Blvd.  
Los Angeles, CA 90033  
Phone: 800-462-8378  
Fax: 800-442-8379

**AVERY**

10

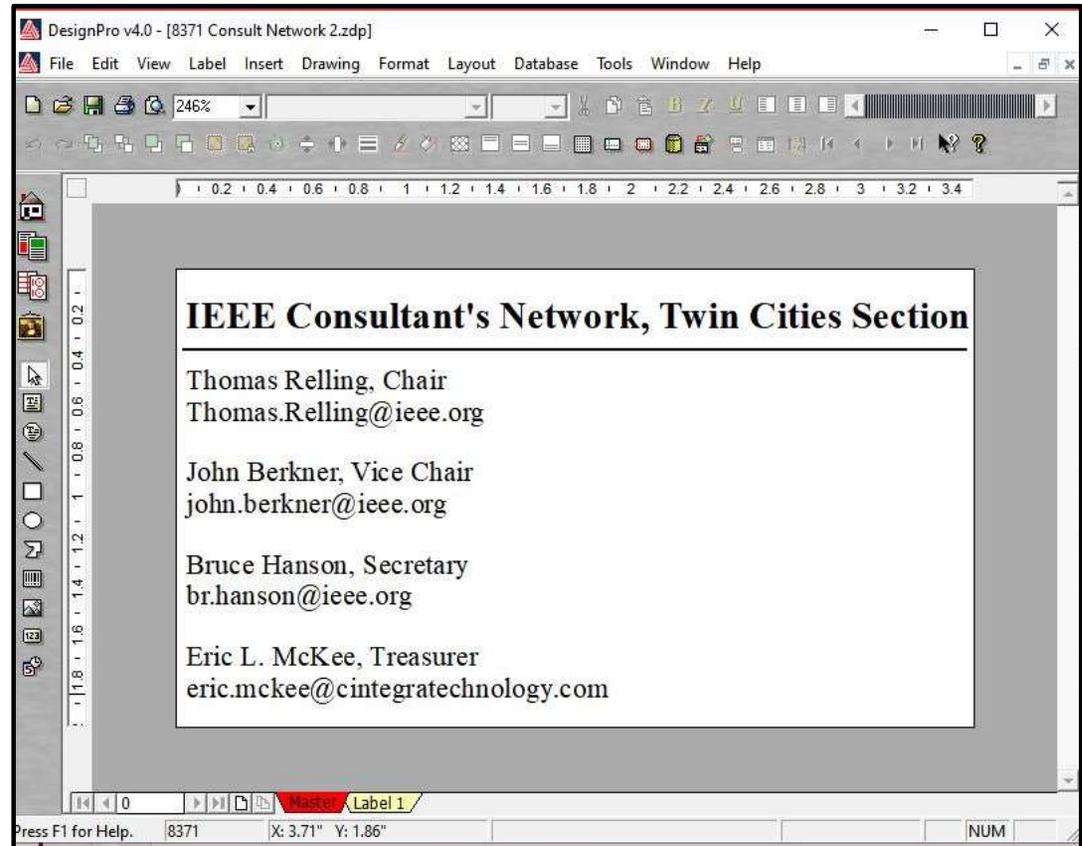
10 cards / sheet • 35 sheets  
350 cards • 2" x 3 1/2"  
(use template for 8371™)

# How Do You Edit Your Card Details?

I use the free Avery software, which offers many options for: text, lines, boxes, circles, and lots of options when preparing to print.

You edit a single card, and then the software allows you to print a full page of cards or even groups of placements if you have a sheet with missing positions.

The editor shown here is an old version, newer software uses familiar editors such as Word along with their versioned templates to customize the sizes of the edited document.

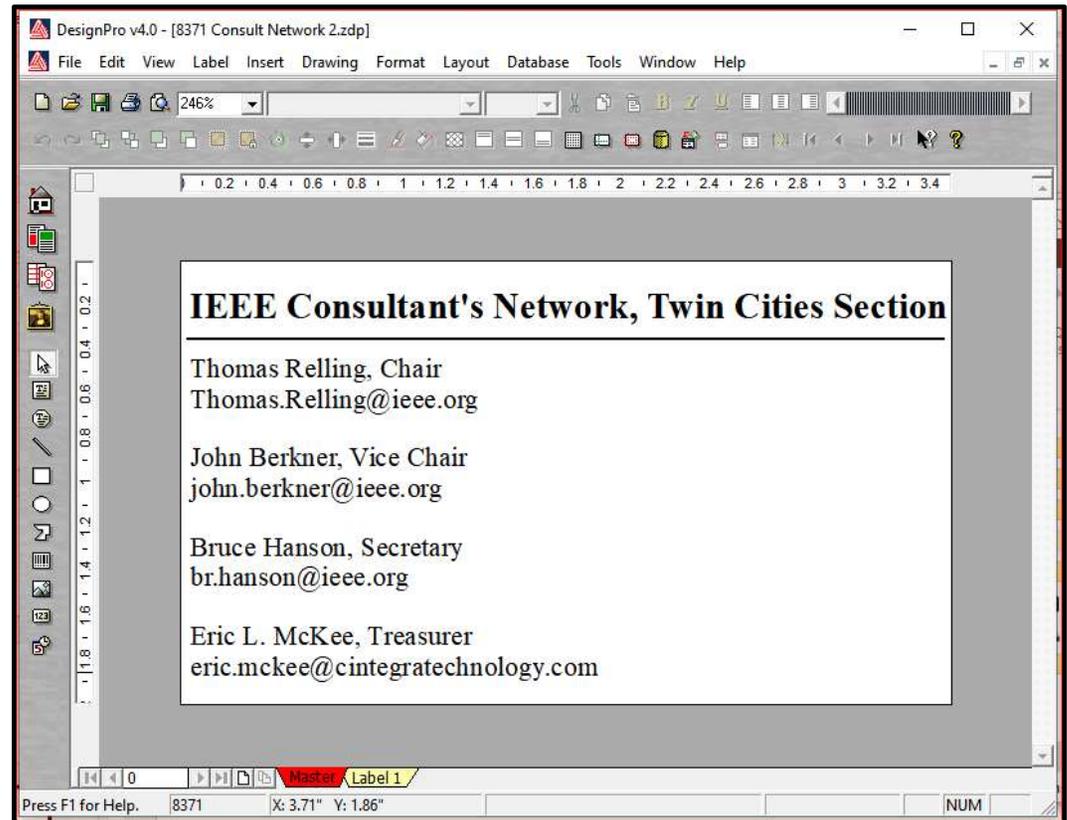


# Enter Your Information

Cut and paste into the Avery editor if you can, it will save you time.

Add lines, symbols, photos, adjust formatting to suit your style.

Avoid getting too close to the edge, by changing font sizes or adding another line to make room.



# Print a Test Page

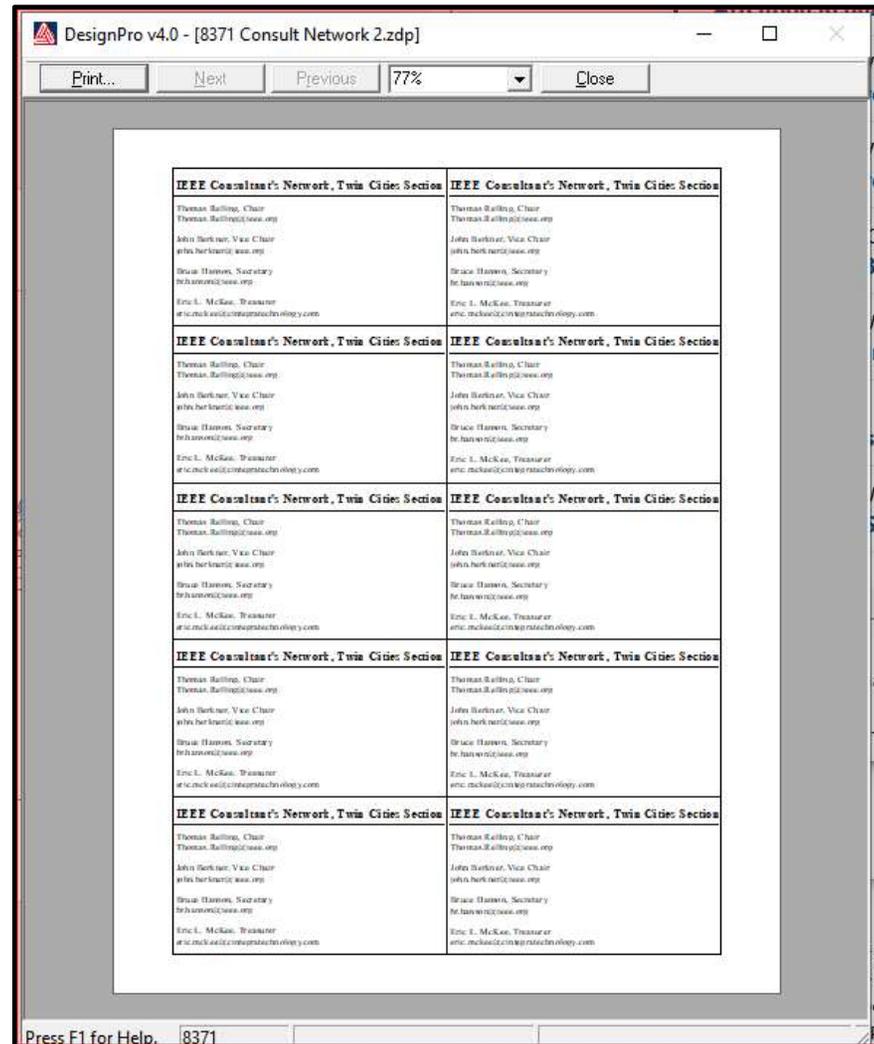
This is a print preview page from the Avery Editor. The lines indicate the borders on the cards, but do not print.

Try printing a full page of cards images on a blank piece of copy paper first.

Hold the page you've just printed over an unprinted page of labels, and bring the pair over a table lamp.

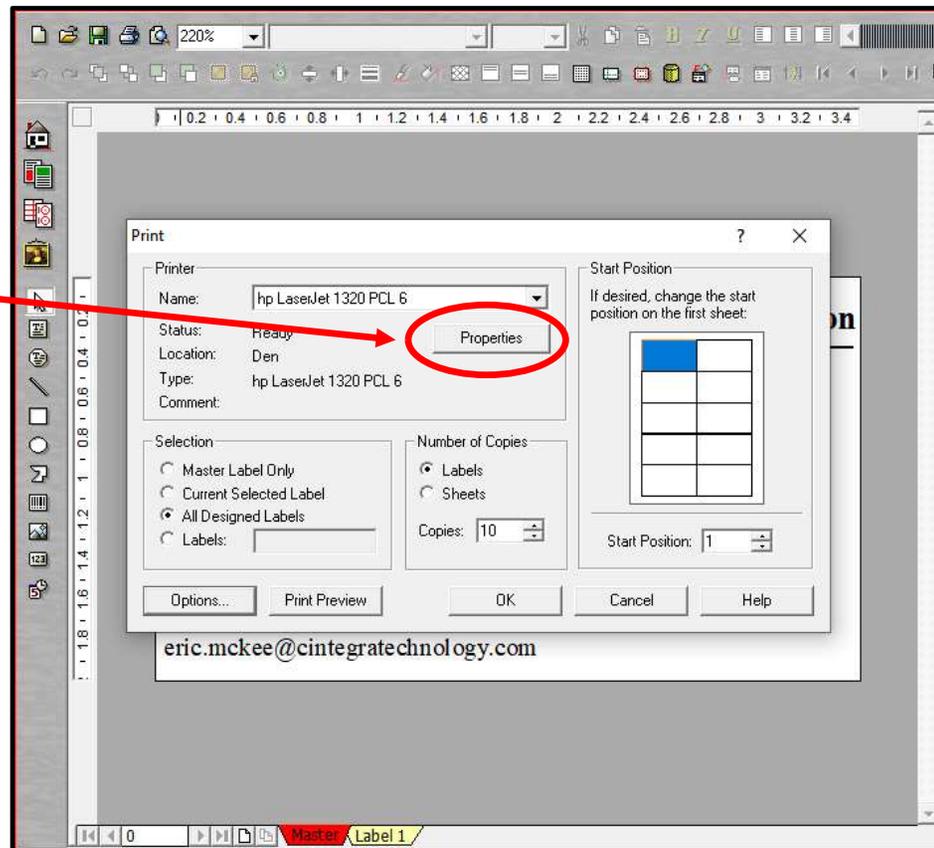
Are the images well centered, left to right and top to bottom for each card?

If not, understand what went wrong before you print on your expensive label stock.



# Select Printing Properties

Select "Properties" under the Printer Name.



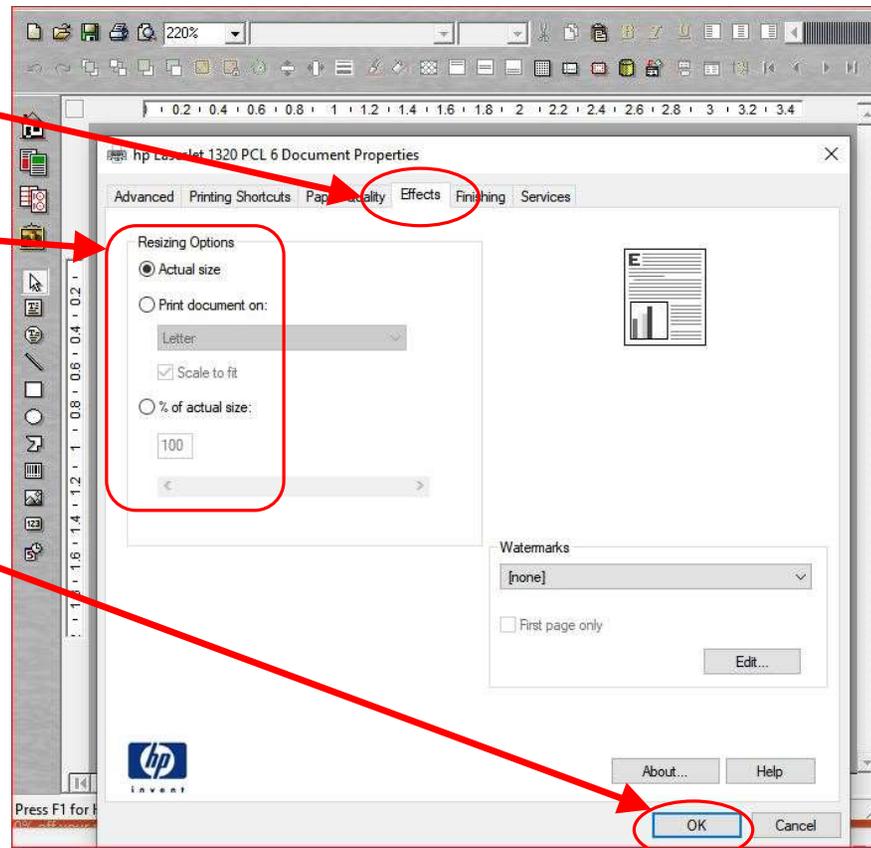
## Select The Effects Tab

Then select **Resizing Options** of “Actual Size” or “100% of actual size”

This selection should be the same for the labels and for the Crop Marks if you are using blank card stock.

When you are done, select “OK”.

**Note that these settings are *very important* to ensure alignment with the printed card information and the Crop Marks that are printed later.**

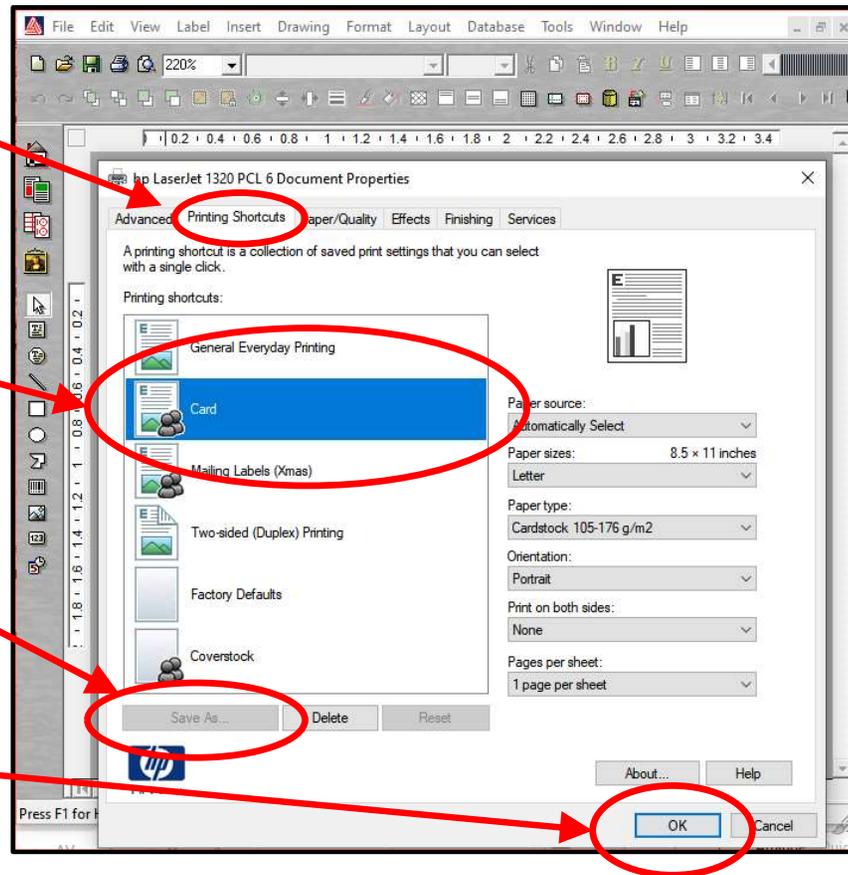


# Select or Make a Card Option Using Printing Shortcuts

The “Card” option is selected, showing its associated characteristics. Review those characteristics, especially the Paper Type.

Select the “Save As” if you want to preserve this group of settings for use later. You will need to select all the choices on the right to configure your saved configuration. You will be asked to name it as well.

Next select “Ok” to confirm the choice.

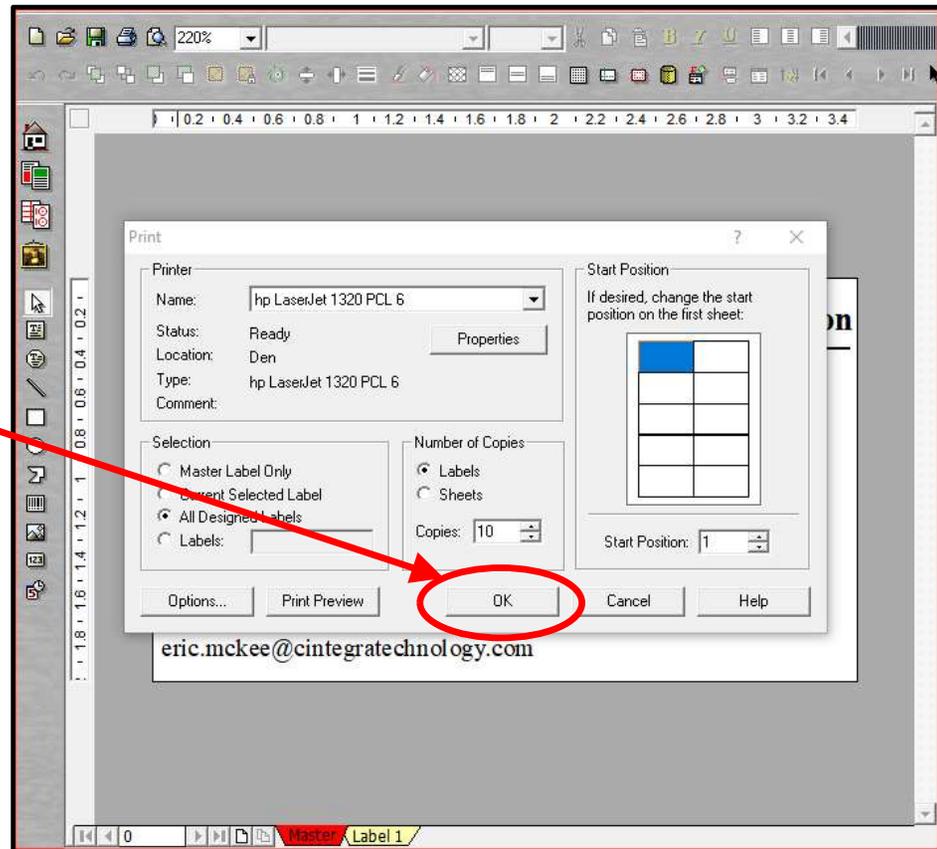


# Select

Select “Ok” to continue.

The printer will print the page or pages you have directed.

These just altered properties are **temporary for this session only.**



## Print Your Cards

Once you feel comfortable you are truly ready to use your blank cards. Go for it.

You may need to change some settings on your printer before you print your cards. These settings may deal with feeding a single sheet through your printer, assuring that your print image is not auto-scaled, and that (especially for laser printers) the card stock and surface roughness are set so that the toner sticks to the card stock.

With any issues resolved, go print the rest of the batch or switch to blank card stock to save the cost of the commercial business cards.

## Commercial Business Cards

Once printed, cards need to be separated from the “carrier” material. Some cards have micro-perforations holding them onto the carrier material. These are best folded back and forth before removing them to minimize the fuzzy edge.

Some Clean-edge cards leave a smoother edge, so that they look more like commercially printed cards. Follow the instructions on the package for separating the cards from the carrier material.

Examine your first card for smears (Ink-jet printers) flaking ink (laser-jet printers) correct positioning of the printed material on the card space. Note that long lines or associated lines that extend near the edges can be problematic. If you choose to leave them, they may be even more of a problem when you print these images on blank stock and try to cut them apart. It can be done in some cases, but better practice would be to turn one line into two, adjust underlines or change the font size to something smaller, making the line bold may compensate for loss of readability by making the font smaller.

# Using Card Stock for Your Cards

Card stock is available at your office Supply store. You are buying blank sheets of heavy weight paper upon which to print your own cards.

There are many options and many vendors.



# Using Single Sheets of Blank Card Stock for Cards

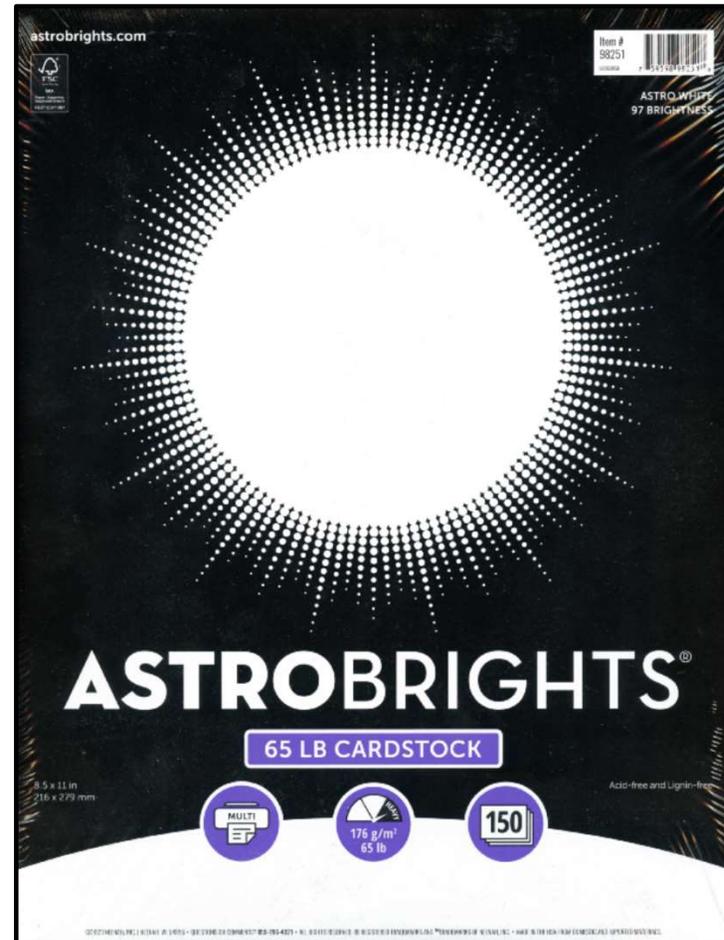
If you need more than 20-30 cards at a time, you can save money by buying bulk packages of “card stock” at the office supplies store.

There are some choices to make:

Color

Thickness, designated in Pounds

Surface Finish or roughness



# Color

You can buy an assortment of colored card stock to try things out.

If you are using a black and white printer, yellow is a good choice.

Red is NOT. It does not offer good contrast with black ink.

Color printers assume you are printing on white paper, so a colored background tends to muddy the water. Make your background color with the image you're printing.



# Thickness

This is defined by the weight of 500 sheets of a fixed size of a given paper, 20 lbs is the weight of ordinary copy paper.

Generally, higher Pound papers have greater thickness, but the relationship isn't always linear due to differences in paper density and manufacturing processes.

A variety of types of paper are described as Bond, Book, Text, Index, Briston, Laid, Wove, and Cover

Thinner types can run through printers without manual feeding, thicker types will require manual feeding but give an impression of quality.

60 to 80 lb card stock is probably best for printers with no manual feed. Select your cardstock with a smooth surface to minimize problems with the sheets sticking together in the printer.

100 to 150 lb card stock has a better “feel” than the lighter weight stock, is better suited for commercial laser printers.

Index Card stock is on the heavy end, but does make a good business card material. It comes in various colors, including white.



# Surface Finish or roughness

Again, the descriptions aren't always uniform.

Glossy finishes are best for photographs and high-resolution logos.

Smooth finishes are often preferred for quality reasons, other things being equal.

Rough finishes are sometimes offered with the heavy stocks and will likely need manual feeding in your printer but has a better “feel”. Note that rough finishes on a laser printer may tend the printed text to flake off. To avoid flaking, increase the “Paper Type” setting in the printer set-up to the next size up.



# Printing On Blank Card Stock

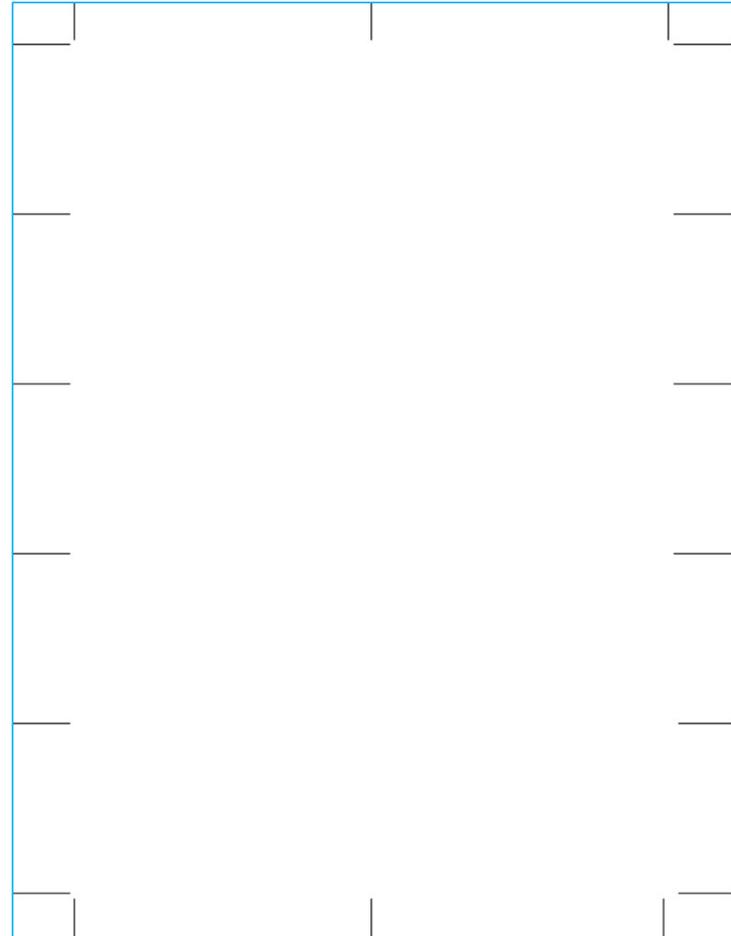
If you print your cards on Card Stock, you will need a paper cutter to cut your cards out.

Every label software offer a couple of options for Crop Marks, but these may be visible on your finished product.

I have created a set of Crop Marks that will not leave extra lines on the cards. It is a .PDF file and must be printed at 100% to work correctly.

The crop marks I created must be printed separately, ideally using manual feeding to assure good alignment.

This is: "Business Card Crop Marks.pdf"



# Cutting The Cards Using My Crop Marks

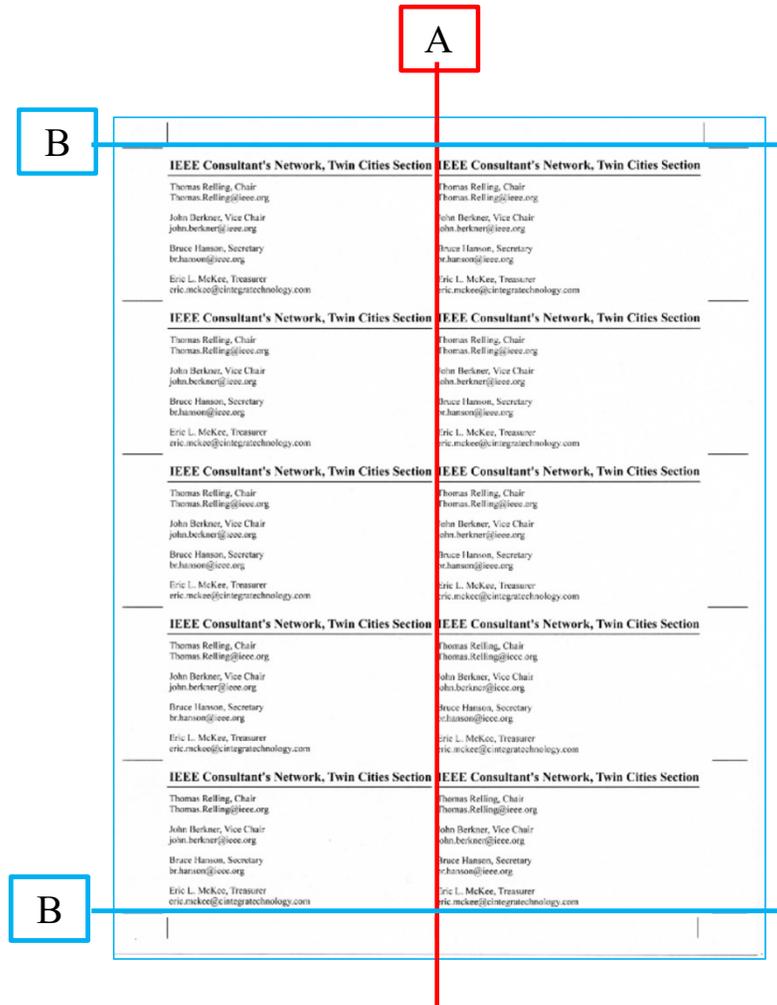
First Cut, “A”, is down the center, from top to bottom.

Next cut, “B”, the top and bottom panels from the single vertical rows.

After that, cut the individual cards from the vertical rows. Use the crop mark to align the cutter edge in this step.

You now have a group of 10 individual cards with a stub on one edge. Use the markings on the paper cutter to cut the stub off, by measuring the card to 3.5” mark on your paper cutter.

You now have 10 full size cards, ready to use.



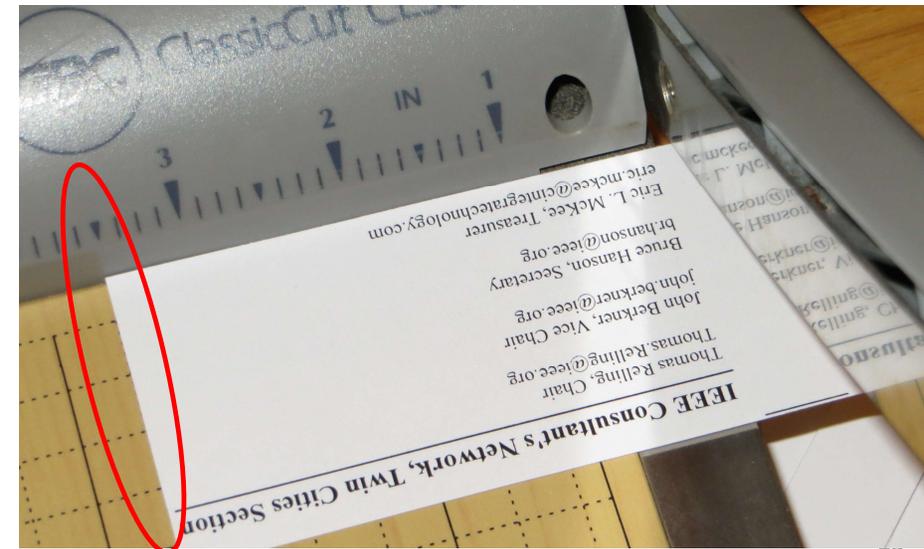
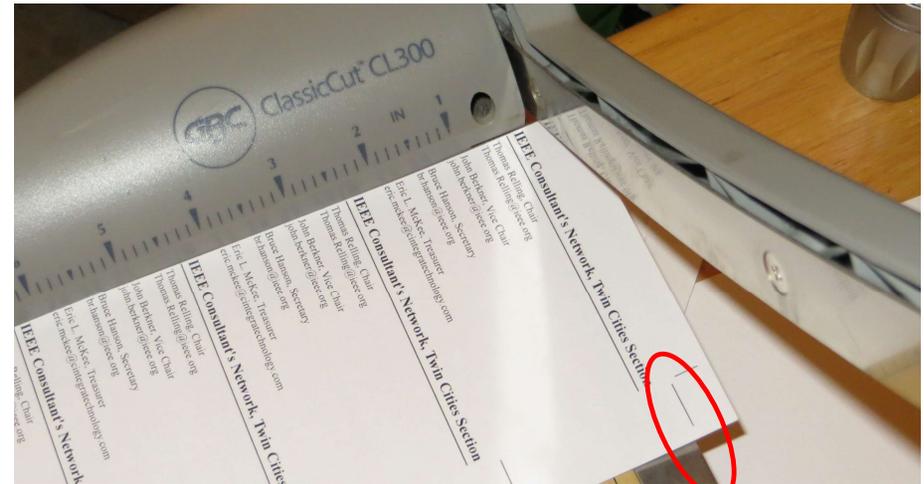
# Cutting The Cards Using My Crop Marks

Next cut, “B”, the top and bottom panels from the single vertical rows.

After than, cut the individual cards from the vertical rows. Use the crop mark to align the cutter edge in this step.

You now have a group of 10 individual cards with a stub on one edge. Use the markings on the paper cutter to cut the stub off, by measuring the card to 3.5” mark on your paper cutter.

You now have 10 full size cards, ready to use.

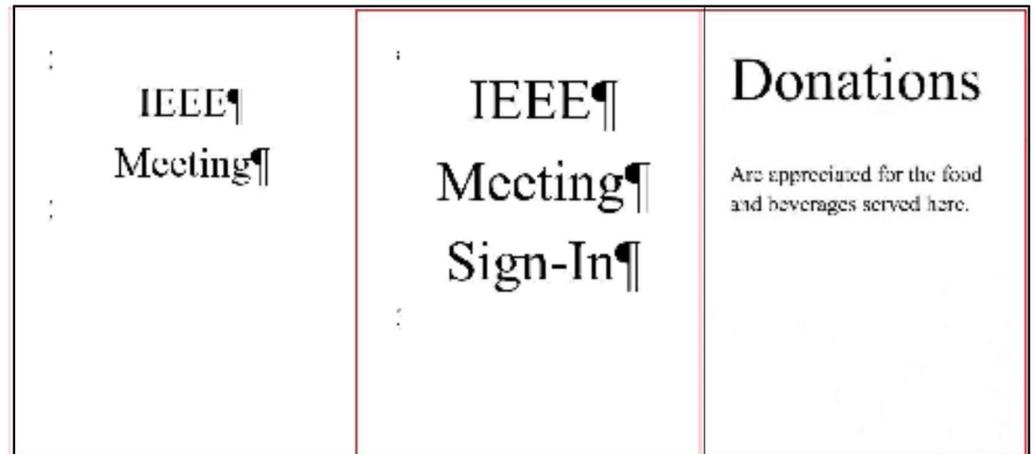


## Other Uses

The card stock is excellent for meeting signs.

Leave a little room at the bottom to make final designations with a Sharpie, such as: an arrow, notation for “Room 102”, or “Here”.

Since these signs are durable, do remember to take them down afterwards, your hosts will appreciate it, and you can toss them then the tape on the corners gets too thick.



## Other Uses

Business cards can be laminated in clear plastic as a luggage tag. If you don't have a laminator, office supply stores can laminate your business cards for you.

Sticky back business cards (or regular cards with double sticky tape) can be used inside folders to remind the user who supplied the material presented in the folder.

If you're traveling on vacation and want a few cards for you and your wife, this is an excellent way to make some cards to give to your relatives and new friends.

