

# 3 reasons to carry a business card

If you think you no longer need a business card in today's high-tech, "there's an app for that" world, think again. Here are three reasons you should always carry some:

**People will remember you.** Making direct eye contact, smiling and handing over your business card creates a connection people remember. Plus, a well-designed card allows you to show a bit of your personality and set yourself apart from other people.

**People still expect them.** If you don't have one, you can look unprofessional, especially if someone hands you a card and you can't reciprocate.

**Business cards offer the quickest way to exchange information.** You can't guarantee everyone you meet will be on LinkedIn or willing to exchange information digitally, but you can hand everyone a business card.