



Business cards are important. They are part of your first impression with people who might want your services.

In Japan and the rest of East Asia, we usually give cards with both hands. Internationally, people usually use their right hand. In parts of the world, people think the left hand is not clean.

In Japan, most business cards are simple. White paper. Your name and contact information. Your company logo.

In some places, business cards are a way to show how creative you and your services are.

Work in groups of 2-4. Go to goo.gl/0QdG9c
 Look at these cards. Rate them. Talk about them. Which do you like?

2. Get stretchy

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

4. lawyer

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

6. fat man

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

9. see through

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

12. faces on card

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

14. up and down

Product/service: _____
 How quickly did you know? _____
 ☺ ☹ ☹
 Creativity? 5 4 3 2 1
 Positives: _____
 Negatives: _____
 Comments: _____
 Your rating 5-1 (5 is best)

16. sommelier

Product/service: _____

How quickly did you know? _____

Creativity? ☺ ☹ ☹
5 4 3 2 1

Positives: _____

Negatives: _____

Comments: _____

Your rating 5-1 (5 is best)

20 kiss mark

Product/service: _____

How quickly did you know? _____

Creativity? ☺ ☹ ☹
5 4 3 2 1

Positives: _____

Negatives: _____

Comments: _____

Your rating 5-1 (5 is best)

Your card:

Imagine you are in business.

What kind?

Design your own creative card.

Show/explain it to partners.

17. Lego

Product/service: _____

How quickly did you know? _____

Creativity? ☺ ☹ ☹
5 4 3 2 1

Positives: _____

Negatives: _____

Comments: _____

Your rating 5-1 (5 is best)

(I don't completely understand this one. For more, google, "Lego agent business card.")

20. Broke Alley

Product/service: _____

How quickly did you know? _____

Creativity? ☺ ☹ ☹
5 4 3 2 1

Positives: _____

Negatives: _____

Comments: _____

Your rating 5-1 (5 is best)

Finished? Look at the other cards. What do you think?

What do you like? Why?

Want to learn more? Try:

goo.gl/HjTVGu