

# newsworthy trends

## Distinguish Yourself With Personal Branding

(NAPSA)—Everyone knows networking is critical to success in career development, starting a business and forging relationships. Those who want to stand out are taking the additional step of creating their own personal brand.

Personal branding is about presenting yourself in the best possible light. To do this, nonverbal communication is just as important as verbal communication. One surefire way to communicate your brand without saying a word is to use professionally printed business or social calling cards and stationery.

These items are great for networking events and follow-up correspondence, and there are a number of resources available for designing and producing them.

Recently, FedEx Office (formerly FedEx Kinko's) introduced its Design & Print Center tool in-store and online, making it easy and convenient to create and order custom-printed materials—including business or social calling cards, letterhead and matching envelopes, notepads, return address labels, notecards and more. To get you started, this new service features thousands of professionally designed templates. You can also upload your own logos and images to further customize your design and personal brand.

All orders come with free seven-business-day delivery via FedEx. Expedited three-business-



**What sets you apart from the crowd? Personal branding can help and it's easier than you think.**

day delivery is also available for an additional fee. To learn more, stop by a location or visit [www.fedex.com/designprint](http://www.fedex.com/designprint).

No matter where you order your custom-printed materials, remember that the design should be a reflection of your personality as well as the image you want to portray. For example, select a simple design that uses a basic color scheme if your style is more traditional, or go with bold colors and striking graphics if you have a modern flair.

Social butterflies and budding entrepreneurs alike will find that the use of custom cards and stationery can make a powerful statement and set them apart. For more tips, check out [www.NewsInfusion.com](http://www.NewsInfusion.com) and search for keyword "Personal Branding."