

Why Wait for a Holiday?

Send a Greeting Card Today!

Greeting cards aren't just for birthdays, anniversaries and annual holidays. They're perfect for the business looking to build stronger relationships with clients, customers, and business associates. And with less than 4% of mail today being personal correspondence (*i.e.*, *letters*, *greeting cards*) a personalized note or card is a thoughtful way to make a lasting impression.

Now comes the challenging part...what to write in that blank greeting card staring back at you. Writing doesn't come naturally for many so it's helpful to have resources and ideas at your fingertips to jumpstart your personalized system of keeping in touch.

Here are just a few ideas. If you're still stumped, [send me an email](#), I'd be happy to offer suggestions.

- Connect your greeting to the image on the card (*i.e.* for a cat clutching to the end of a rope, use a "hang in there" theme for someone going through a challenging time. For a mountain scene, use a "climbing to new heights" theme to congratulate someone on a career advancement. You get the idea).
- Use your favorite quote. If you don't have a favorite, there are several sites to help:
 - Brainy Quote™ has quotes by category, author, a quote of the day feature, and much more: <http://www.brainyquote.com/>
 - The Quote Garden also has quotes listed by category: <http://www.quote garden.com/>
 - Is the recipient a movie buff? Find the perfect movie quote on Great-Quotes.com (*you can even search for movies by year*): <http://www.great-quotes.com>

- Do a Google search for greeting ideas appropriate for the occasion.
- Use software such as Clip Words Pro to help brainstorm ideas.

Before you click send...

The next time you come across an online article that you think would interest a client or associate, rather than clicking "send/share this page" print it out and drop it in a greeting card along with a quick note to show you had the recipient in mind. Not only will you have a great reason to send a card, your message (*and relevant article or information*) won't get lost in the 100+ emails that business people process on a typical day.

Take five minutes today...

...and send at least one greeting card to someone in your contact list and start making greeting cards part of your daily communication routine. There's always someone who could use a thank you, congratulations, hang in there, or thinking of you message. And what better way to deliver that message than a personal greeting card! ✍

About Jeanette Gardiner

Jeanette helps busy consultants wrangle Word documents, shuffle surveys, and organize the administrative details of their business so they can sit back, relax, and focus on what they do best: produce amazing results for their clients (and of course, generate revenue). She's also a big advocate of the hand-written note in business!