

What Should I Do About Holiday Cards?

Posted by Robin Hensley on October 19, 2010

Great question and a very simple answer—forget December holiday cards! No matter how much you spend on them, they will still end up as just another card in the pile.

I know you mean your holiday card to show your appreciation for your client's trust in you and acknowledge the privilege given to you to serve that client's needs. So, the best time of year to say thanks is...Thanksgiving!

Send a Thanksgiving card instead!

Thanksgiving is the perfect time to let your clients and contacts know how much you appreciate them. You'll be able to say thank you in a very personal way, and your card will arrive weeks before the annual holiday card crush. Your special message of thanks will stand out to your client in a memorable way--a month early.

Now is the time to order your cards and get them ready for mail-out. They should be mailed at the post office no later than Wednesday, November 18, 2009. (That's just a month away!)

Make the most of this important business development tool and follow these simple tips:

1. Print your recipient list on clear labels. (Run test labels first to check for changes of address or missing addresses. This takes time, but it is an excellent way to update your master database as well)
2. Include a hand-written personal message in each card that sincerely expresses the unique importance of that client's relationship to you.
3. Hand sign each card.
4. Use stamps vs. machine postage.
5. Time the mail-out so your cards will arrive the Friday before Thanksgiving week.
6. Prepare a few cards every day so they will be ready in plenty of time to meet your mail-out schedule.

There are many on-line resources for Thanksgiving cards. Google "Thanksgiving cards" and you'll find quite a selection.

The clock is ticking. Better get started!

All the best,

Robin