



## Good Friday is March 30th



## The Power of Putting Pen to Paper

We are constantly being asked by clients, “What is the hot new item we can personalize as a thank you gift for our clients?”

Well, we all know the old adage that what is old becomes new again, right?

It may seem archaic to many but one of the simplest ways you can stand out and create an impactful moment with your clients is to send them a handwritten note. Taking the time to personally write and send a thank you is appreciated even more so today given our reliance on e-based communications with our clientele.

When to send? After an order, for a referral, to congratulate them or for a review. Notes are not just for clients though. Send them after you meet someone while out networking. Send them to a supplier who has gone the extra mile for you.

Once you get in the habit of taking 10 – 15 minutes at the end of each day to do so, you will be

amazed at how many occasions arise where taking the time to personally pen a note would be appreciated.

We never give advice that we do not follow ourselves and we are sharing this tip with you today because it works. If you get your sales team to embrace this practice it will make a difference in your client acquisition and retention efforts. Here is what one of our clients pasted on our Facebook page after receiving a note:

*October 28, 2017 – “Love getting snail mail (not junk mail), particularly when it’s a thank you note from a supplier for a referral. I appreciate someone taking the time and care to hand write a note and making the trip to drop it off at the post office. Thanks for the attention!”*

You can easily pick up blank cards, but why not custom order a supply through **MOBO** with your logo branded on them? We would be happy to handle that and all your printing needs for you. And of course, we can assist you with finding the perfect pen to use too!

The cost is pennies per card or pen, but it can reap you incredible returns.

- Team **MOBO**