

# A Dramatic Detail...Handwritten Notes Always Attract Attention

by Vanessa Lowry

**Attending to details.** As a graphic designer, there are many details in design and communication to ensure that a job gets produced that is aesthetically pleasing, delivers the appropriate message and works with ease in the production process. Some details are of great importance while not readily apparent to most people. Details like making sure all the elements in a project are in the same color mode so the job will run smoothly through production — or adjusting tracking to reduce hyphens.



I also train in martial arts and successful techniques are in the details. A punch is much more powerful when you remember the detail of punching “through” the target instead of punching “to” the target. Successful throws in jiu jitsu are based on incorporating the details of executing the throw when your opponent is “up” and “light”, then visualizing the “wave action” of the throw as you complete it.

**A detail you can use to always get attention is a handwritten note.** It is amazing how easily you can remember a handwritten note you received. You are likely to remember who it was from and what they had to say. Handwritten notes are often kept for extended periods and remembered for years.

**You can use handwritten notes in strategic ways to gain a reputation for caring and attending to details.** Build rapport with individuals within your network that are important to you and your business. As with everything, your intent is key. When you genuinely care about helping the recipient of your handwritten note, it comes through in your writing. If your note is going to a prospect, your intent should be from a point of caring about them and believing you will make their life better through the product or service you provide.

In Richard Carlson’s book, *Don’t Worry, Make Money*, he says, **“Leave a Great Impression (Not Just A Good One).”** Here is an excerpt from that chapter, *“Make living your life with absolute integrity and kindness your first priority... Be genuinely interested in the lives of other people... Listen, listen, listen. Finally, make your actions match your good intentions. Stand out from the crowd. Be the one to thank your customers and the people with whom you work. Send a card or thoughtful note. Make people remember you in a positive light. If you implement this strategy with your own unique touches and if you are genuine in your thoughts and actions, you will create, over time, a stellar, ‘one in a million’ reputation with virtually everyone you come in contact with.”*

Here is how one handwritten note left a great impression — which created additional business opportunities.

*“I sent a Profits in Progress note card to one of my Executive clients. He loved the artwork so much that he framed the note card and put it on his desk. This framed ‘art’ caused a conversation with one of his business contacts, which resulted in referred business to me. **This new contract will generate over \$50,000 in revenue, but more importantly, the opportunity to work with some of the world's most influential people;** co-founders of the Global Networking System, now known as the Internet. Quite a return on one handwritten note card! The unique and beautiful note cards of the Note-Working Success System have really paid off for me.”*

Kimberly Jackson, Founder/CEO/Executive Coach  
The KARE Group

As I talk with people, they share stories of notes they have received and often comment, *“It is becoming a lost art.”* **It isn’t a lot art, just a highly under-utilized tool so it garners a lot of attention.** One woman mentioned that she made a scrapbook of handwritten notes that have been sent to her over the years and flips through and reads them as a pick-me-up to her day. *Wow, what an easy way to shift your mood and productivity to a higher level!*

I want to help you use the tool of handwritten notes. **Our Note-Working Success System is designed so you can write 3 notes a day in less than 10 minutes.** Profits in Progress sends you unique note cards each month that are brand-new and exclusive to subscribers of the system the month they appear. You also receive sample messages that tie directly to the graphic of that month’s card, so you can tweak the message to fit your recipient or use it as a starting point of something different to write. Our tracking system helps you easily measure the responses and the results of the cards you are sending.

**Utilizing the dramatic detail of handwriting notes can be a powerful connecting tool.** Call me at 678-521-8820 and I’ll be glad to answer any questions and get you started. Make a GREAT Impression and start sending notes today!

**Find out more about the references in this article:**

Graphic Design services – [www.profitsinprogress.com/lvd](http://www.profitsinprogress.com/lvd)

Martial Arts – [www.SatoriRoswell.com](http://www.SatoriRoswell.com)

Richard Carlson – [www.dontsweat.com](http://www.dontsweat.com)

Kimberly Jackson – [www.theKAREgroup.com](http://www.theKAREgroup.com)

**Make a GREAT impression using the Dramatic Detail of Handwritten Notes today!**

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