

Is the Pen Mightier than the Mouse?

Handwritten notes can make you stand out from the crowd.

by Vanessa Lowry

Think about the last email you received. *Who was it from? What was the message?*

Now, think about the last handwritten note you received. If you are like the majority of people, **that handwritten note has a much stronger staying power** — both from remembering the person who sent you the note, as well as the message of the words inside.

I poll hundreds of business professionals every year on the impact that a handwritten note has when they receive it in the mail. All of them — **100% of the individuals polled** — have indicated that a handwritten note has an extremely high impact on their noticing and remembering the message.

With the proliferation of technology connections through email, e-cards, e-zines and more, our in-boxes are overflowing. While many of these are welcome and do get read, often times they are passed over for more pressing business at hand. *So, while you may have thousands of people you regularly touch with technology, you may only be noticed by a very small percentage of those folks — and even those may not spend more than a few seconds on your message.* It is difficult to make a memorable impression in that amount of time.

A handwritten note, on the other hand, gets an extremely high level of attention. It is so unusual that **over 99% of recipients open a handwritten note.** It makes it past gatekeepers and assistants when you send a handwritten note to an executive within a firm. A handwritten note **makes you stand out from the pack with a higher level of professionalism and sophistication**, setting you apart when you are competing with other businesses to get the job or keep the account.

A beautiful note card will have the added benefit of being kept — for days or longer. I sent a handwritten note to a new contact and saw her again a few weeks later. She commented that she loved the card so much



that she purchased a frame and put it on her desk. So, now she thinks of me every time she sees the framed note card. That is a great residual impact for a few minutes invested to send a handwritten note.

Don't be fooled by technology imitators of handwritten notes. In conversations over the past few weeks, I've had numerous instances

where individuals commented that e-cards and the computer generated note cards were worse than not getting anything from their contact. As business professionals, we know if something is personal and whether it is the real thing or an imitator.

Think about the perceived level of customer service you have at a Ritz Carlton versus a Holiday Inn. Both give you a place to stay for the night with a bed, TV, bathroom and more, but you definitely are not coming away with the same experience. **You want your customers and prospects to come away saying, "WOW, that is the level of professionalism and attention to detail I want at work on my project!"**

Business professionals that strategically use handwritten notes see dramatic results. Patricia saw an **87% increase in sales** the first month she used our handwritten note card system. Bob sees **35% - 40% of his business as repeat and referral sales**, a result of his handwritten notes to customers on a regular basis. Jeff had a **dramatic increase in positive results from his cold-calling efforts by sending a handwritten note first.** Where typically he set one appointment for every 100 cold calls, with a handwritten note sent before the call, he got a warmer reception. He talked directly with 30 CEO recipients, set 6 appointments and made 4 sales. Results like these can be yours as well.

Technology touches have their place, but use handwritten notes to really stand out to your key customers, your strategic referral partners and your top prospects. Engage emotions and build connections using handwritten notes. **Start Note-Working today!**

Start your habit now of handwriting the Mighty Note — and stand out from the crowd!

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