

Resolve to Become Memorable

Develop a strategy to become memorable through regular contact with your key customers. Make your customers feel appreciated and special. Jay Conrad Levinson, author of *Guerrilla Marketing* references a statistic that 70% of business is lost due to apathy after the sale. This means that customers who felt unappreciated were easily lured away by price or promises of better customer service from the competition.

Feeling appreciated is one of our greatest human needs. If you personally make someone feel appreciated, they will remember you and talk about you to everyone they know. Maya Angelou says, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." Touching emotions is key to becoming memorable.

Holidays are a natural time to strengthen relationships by saying Thank You to customers, vendors and others in your network. Use this as a natural kick-off for a new year strategy that will provide dividends throughout the year. Put a system in place to regularly touch 60 of your top customers, vendors and employees every month. Just reach out to 3 people a day over 20 business days each month and you will have made a connection with 720 key individuals by the end of the year. The more personal the touch the better.

Doris Christopher, founder and CEO of The Pampered Chef (with over 70,000 Kitchen Consultants world-wide) has this to say about making things personal. "The personal touch is the small business person's biggest advantage over big companies." Make sure you stand out. Make fewer contacts, but make them more personal.

Handwritten notes are a dynamic way to touch someone's emotion in a highly personal way.

Handwritten notes boast more than a 99% open rate and are highly memorable. Individuals that receive a handwritten note spend more time looking at it than other types of mail and often hold onto it for extended periods of time. (Have you kept a handwritten note that was sent to you? How long have you had it? Who is it from?) Notes with a beautiful graphic on the card paired with an interesting quote or message will be kept in a prominent place for an extended period – giving you the residual benefit of your recipient thinking of you every time they see that note card.

Intentional use of handwritten notes can increase sales and lead to higher levels of repeat and referral customers. Patricia, a



personal fitness trainer, began using the Note-Working Success System™ from Profits in Progress – designed to help you write 3 notes a day in less than 10 minutes. In the first month, she saw an 82% in sales. Her business is highly

personal and relationship based. (All business today is based on relationships whether you acknowledge it or not.)

Another Profits in Progress client, Bob, is a sales and leasing professional in the automotive industry. We developed a system for him to write notes to each of his clients on a regular basis. After three years in the industry, Bob is consistently the top sales professional at his dealership and has a 35%-40% rate of repeat and referral business that he directly tracks to his on-going note card campaign.

Here are a few tips for becoming memorable with your holiday mailings.

Handwritten is key. We have all received cards with a label on the envelope and a preprinted name inside. This is very impersonal and can leave your recipient feeling that you are just going through the motions. The purpose of a greeting card is to show someone special that you are thinking of them and that you appreciate them. Make sure your intent is fully felt by handwriting the recipient's name and address. The extra effort pays off! It is better to wait and do a holiday mailing at a non-traditional holiday when you have more time than to wipe out your best efforts by perceived indifference when your recipient receives a pre-printed card from you. Let them know you care by making it personal.

Hire someone to help. You might not have time to do everything yourself. Hire a high school or college student to help you address and stamp envelopes. Or, contract with Profits in Progress to send handwritten mailings for your business.



Profits in Progress helps business professionals incorporate handwritten notes into their connection strategies in two key ways:

- We send handwritten mailings for you to groups of 30 or more in your database. We can handwrite a message, sign your name and handwrite each recipient envelope. Perfect for holiday mailings. Purchase our holiday cards or supply your own. (December 1st is the deadline to contract with PIP for a 2006 holiday mailing.)
- Profits in Progress also offers systems to help you write your own note cards throughout the year. With our system, you can write 3 notes a day in less than 10 minutes.

Find out more about the Note-Working Success System™ and our handwriting services at www.ProfitsinProgress.com.

For more examples of the effectiveness of handwritten notes and how industry leaders have used them to become memorable and achieve success, visit www.ProfitsinProgress.com and click on the link for **Note-able Power Tips**.

Resolve to Become Memorable in the New Year by sending handwritten notes on a regular basis!