



It's Holiday Card Season!

Remember: your clients are just as busy as you are. They're often so caught up in day-to-day work that they forget to think about what they oughta do next. And what they oughta do next is hire you to help them rock out in 2012.

A holiday thank-you note not only shows that you appreciate your their business, it reminds your clients how much they loved working with you. Send a thank-you note when people are full of holiday cheer, and watch as your phone magically rings in the New Year.

Skip the Generic Greeting Card

Make sure your holiday card (or gift, if you're so inclined) reflects your personality and represents your business in a fun quirky way, while not being too cheesy, lame, or desperate.

Holiday Marketing Bonanza Brainstorming Space:

A large, empty rectangular box with a dashed blue border, intended for brainstorming holiday marketing ideas.

BONUS: Getting your holiday cards out of the way now will let you actually enjoy the holidays when they roll around, and that's the best gift you could ever give yourself!

