

## THE Most Important Question about Gifting

Without a doubt, the single question that gets the most AND is the most critical is:

*“When should we send our thank you gifts?”*

Everyone who values loyal clients and wants to show appreciation for business partners who send referrals knows that they need to express thanks. But when? We staunchly maintain that there are 11 terrific months....and then there is December.

Why avoid December? People get inundated, they are besieged with gifts, they are on overload from obligations/parties/events and day-to-day work. December is exhausting and overwhelming. Who wants their gift to get lost in the shuffle of chaos??

We advocate sending gifts at Thanksgiving for solid reasons that just plain make sense.

- Your gift will be the **FIRST ONE IN** and therefore gets noticed the most
- It is impossible to be politically incorrect saying “thank you” at Thanksgiving
- It is most likely going to be the only gift received & the extra value of that is immeasurable. Think: much more “bang for your buck.”
- Your gift will be infinitely more memorable because it stands out
- For **NO EXTRA EXPENSE** you garner all of this stellar good will. Period.

So, when thinking of your list and checking it twice, please consider stretching the impact of your gifts by selecting an occasion that is out of the norm.

Thanksgiving doesn't appeal to you? Check back in a month or so and we'll tell you why our other favorite time to send gifts is New Year's!

**PS Call soon to schedule a gift consultation and receive a free gift basket!**

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