

Dear Advisors,

As we head into the holiday season, it is a time like no other to say thank you to our clients and let them know that we really value their business. As well, giving at this time of year is an opportunity to connect with clients and share in holiday cheer.

We have compiled a list of holiday ideas to help you really impress this holiday season.

## Tight on time and won't cost a dime!

The obvious choice is a Christmas card. An individual, handwritten message is best. Holiday cards by local artists or photographers will give an extra-special touch.

Send a holiday E-mail message. You could direct your clients to one or all of these interesting Christmas websites in one simple email that they will appreciate:

- **Magic Santa:** One-of-a-kind personalized video message from Santa. You can [read about it in our 2012 Christmas newsletter](#).
- **The C.P. Rail Holiday Train Schedule:** Let your clients know the schedule for the holiday train that travels through Canada and the United States until Dec 18. It consists of 14 brightly decorated rail cars, including a modified boxcar that has been turned into a traveling stage for performers. Musicians traveling aboard will play more than 150 free concerts.
- **Santa Claus Live:** Give your clients exclusive access to see Santa and the elves.
- **Track Santa's Journey:** Help your clients follow Santa on his journey on Christmas Eve.

## Social Events

- **Office open house:** Invite your clients and prospects to your office over the lunch hour or an after work happy hour. You could cater in food and even invite a local politician, sports figure, musician to really top your event off.
- **Client Lunch or Dinner:** Invite a client to lunch or dinner to one of their favorite restaurants or try out a new hot spot.
- **Office Lunch:** Surprise a client by delivering lunch for everyone in their office. Delivering it yourself is a great opportunity to prospect.
- **Tickets:** This is a little more costly but will have incredible impact. Invite your client to join you or even deliver tickets for them to enjoy with their spouse/friend to a sporting event, concert, comedy show, play, ballet, etc.

## Gifts

- **Gift baskets:** It is always great to give a client any combination of the following: wine, cheeses, crackers, chocolate, coffee, tea, cookies, jam, honey, syrup.
- **2014 Calendars:** If you have purchased [The Picture Sells the Story](#), you have the calendar templates - which means quick and easy implementation.
- **Charitable donation:** Find out if your client has a favorite worthy cause, and make a donation in their name.
- **Books:** Books on personal finance or a hobby that they are interested in. For example, you can send a book on cooking, fishing, cars, knitting etc. We order from Amazon, free shipping choices and gift wrapping!
- **Personalized stationary:** Personalized note cards, sticky notes, letterhead, envelopes, or pens with your client's name. Order online from many different sources including Vistaprint and American Stationery.
- **Wicked Good Cupcakes:** Decadent cupcakes in jars that are layered with a variety of fillings, and topped with mouth-watering frosting? (U.S. delivery only).
- **Signed and Framed Photo:** This will take a little more effort on your part, but the client's appreciation will be well worth it. A signed and framed photo of their favorite athlete, musician, artist.

Thank you for reading and your continued support. We wish you a wonderful holiday season and prosperity in the New Year.

All the best to you, your family, and your organization,

**Michael**

Ideas For Advisors

