

# Happy Holidays

December 2014

Dear Advisors,

As we head into the holiday season, we would like to share some ideas that you can do for your clients that will show your appreciation and increase your value.

A simple Christmas email is the easiest and least expensive way to connect with your clients and thank them for doing business with you. To make your email stand out include interesting or useful websites. Here are a few that we find to be particularly useful and will foster client loyalty:

**A Christian Christmas:** I never forget the true meaning of Christmas. And my clients respect my desire to share my beliefs. This website offers Christian Christmas stories, prayers, quotes and more. [Click Here](#)

This is another website that is filled with wonderful resources for a Christian family. [Click Here](#)

**Santa Calling:** As simple as typing in your phone number and Santa calls your child with a recorded message based on themes of your choice. Fantastic! Speaking first-hand, I can tell you that children will be awestruck to hear Santa speaking to them. [Click Here](#)

**Magic Santa:** Year after year we tell you about this website - Why? Because it is amazing, it only takes 2 minutes and we want to be sure that our new readers know about it. When you see a young child's reaction to Santa calling them by name, you will be advocates just like us! [Click Here](#)

**A Christmas Catchall:** A resourceful Christmas catchall. This site offers games, streaming carols, and interesting Christmas facts. [Click Here](#)

In our office, I like to hand-deliver a Christmas basket of chocolates, specialty snacks, cheeses and wine, to my top clients. Although it is a traditional approach to Christmas giving, fewer advisors are actually giving baskets which will set you and your team apart.

Another successful strategy is the customized calendar. Using a financial concept from *The Picture Sells the Story*™ is a powerful standout item that will have clients commenting all year long. Or plan an office open house and invite clients in for catered snacks and beverages. If you are running short on time, a Christmas card with a thoughtful note is sure to please.

**Before the holiday season comes and goes, make a plan, set it in motion, and connect with your clients — they will appreciate your efforts.**

Please visit our websites for other ideas to help grow your business: [www.ideasforadvisors.com](http://www.ideasforadvisors.com).

With that, we would like to wish you the very best of the festive season. We appreciate your readership and work hard to keep you interested.

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

**Michael**

Ideas For Advisors



INNOVATIVE IDEAS TO GROW YOUR BUSINESS NOW