



Connection Pros

When was the last time you received a handwritten card from a business associate? It may be that it was too long ago for you to remember. Handwritten cards have become almost extinct in the business world. So if you are looking for ways to stand from the crowd, and be noticed by your colleagues and clients, try putting pen to paper whenever you have the slightest excuse.

Jill Bremer, president of Bremer Communications, says that the impact of a handwritten card is often overlooked in today's fast-paced "why-write-something-when-I-can-email-it" world. A card written promptly and sincerely is an important ritual of etiquette that is much more effective and appreciated than a phone call or electronic message. Yes, we have a lot of technology at our fingertips, but just because we can do it that way doesn't mean we should.

I know that many of you are reading this article and saying to yourself, "this article makes a lot of sense but I just don't have the time." How many of you have the time to go to a stationery store, pick a card that fits your personality, go back to your office, hand write the note, address the envelope, slap on the stamp, and drop it in the nearest mailbox? I know I don't. That is why I was thrilled when someone turned me on to a brand-new service that allows me to enjoy the impact of a handwritten card but with the ease and convenience of sending an e-mail.

With this service, all I have to do is go online, type in the recipient's address, pick the perfect card from their collection of over 2500 cards, enter my personal message, and hit send. Within 24 hours, a beautiful four-color card is dropped in the mail to the recipient. Do you want to know the best part? The whole process cost me less than \$1.00 per card and that's including the postage.

To find out more information about this incredible service, feel free to call me at 480-860-6100 or e-mail me at Dave@ConnectionPros.com. See you next month.