

The Power of

HANDWRITTEN NOTE CARDS

We live in an era where digital communication is the name of the game. But here at *By Referral Only*, we know the importance of physical communication, especially when it comes to leaving a lasting impression on someone. We practice this concept as part of our Complete Communication model (text-call-text-note card).

When was the last time you received a handwritten note card that wasn't for your birthday? Chances are it's been a while - many people have forgotten the power of being able to physically hold something that has been sent out with love and care, rather than simply sifting through their email inbox.

Statistics show that while emails are opened at a 20% clip, handwritten note cards are opened 99% of the time, according to SmallBizTrends. When you take time out of your day to write one, not only will you stand out, but you leave the recipient with an incredible feeling – that they were special enough for you to give them your undivided attention and personalize a message for them.

So let's get going!

1. BUY A BOX/SET OF CARDS

Don't wait to buy a card until you're ready to send it. Buy a box of cards NOW and remove that obstacle. We suggest buying a box of assorted cards for various occasions, or you can visit your local card store or thrift shop for bulk/discount cards. Below are four options for quality cards with envelopes and gold seals AND the cards are organized by occasion. Just click the images below for purchase details.

US OPTIONS



CANADA OPTIONS



2. PRE-LABEL AND PRE-STAMP ENVELOPES

Take a few minutes to prep your envelopes with a return address label and stamp. This will not only cut out this step in the process, but it will make you more inclined to actually use them. And, yes, buy stamps. You'll get more positive impressions using stamps rather than a postage meter.

3. BLOCK TIME ON YOUR CALENDAR

Start by blocking 30 minutes, once a week, to write a few note cards. Set a goal and start low. Commit to writing 3 cards a week. That is 10 minutes per card. As you get in the habit, it will take less time and you can increase your goal to 5 cards a week.

4. USE A GOOD PEN

Having a high-quality pen makes all the difference. While you're writing on the card, if the pen leaks, bleeds, or runs out of ink mid-message, it kills the presentation. Keep this pen by your box of cards. And make sure your handwriting is legible. Nothing is worse than getting a nice greeting card that cannot be read.

5. RECOGNIZE THE OBVIOUS AND THE UNUSUAL

Almost everyone gets a card on their birthday, but you'll stand out when you send a "Bon Voyage" card for that much-anticipated vacation just announced on Facebook.

Or sending a "Congratulations!" card to a client's teenage son/daughter for passing their driver's test.

Here are other life moments worthy of a card:

- Graduation
- Engagement
- Wedding
- Anniversary
- Support for caregivers
- Birth of child/adoption
- Completing a 5K/10K/Half Marathon/ Marathon race
- Loss of a family member or pet



[CLICK TO WATCH VIDEO](#)

Watch a 6-min clip and learn about Terry Moerler's card system. Terry is one of our most successful Agents and is often referred to as "BRO Member 1". She attributes the massive success of her business to her note card writing strategy

6. KEEP TRACK

Your goal is to send a card to everyone in your Top 150 at least once a year. Keep a running list of who you sent a card to (and why). This way, you'll be sure to get to everyone on your list.

SUPERCHARGE YOUR NOTE CARD STRATEGY ⚡⚡

Including 'something' with your note card will REALLY pack a punch. Consider including a \$5 gift card to Starbucks or your local coffee shop. You could include a gas card for a teen passing their driver's test. Here is something fun – for about \$0.25 you can include a 'pop-open card' with a fun/inspirational/thoughtful message. [Click Here for details.](#)