



**FALK** COMMUNICATIONS  
AND RESEARCH



# Make YOUR Holiday Greeting Card Memorable

Janet Falk

# Why Send a Holiday Greeting Card?

- ▶ Not mandated by the SEC, IRS, FDA or FCC
- ▶ If you didn't send one, would clients, referral sources and contacts notice?

Let's take a look at some popular themes:

# Holiday Tree



# Reflecting Lights of Night Skyline



# Skaters or Local Landmark





# Who Sent This Card: You, Your Competitor or Your Dentist?



# Make Your Card Align with Your Brand

- ▶ *Holiday Relationship Card*
- ▶ Express and confirm a unique aspect of your work with clients, referral sources and vendors
- ▶ Ensure your card could not be sent by a competitor or dentist
- ▶ Create a card that will not be lost in the display

# Ready to Send a Memorable Holiday Relationship Card?

If you want to send a holiday card that will stand out, will not be overlooked and lost among those sent by your competitor or your dentist, contact:

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