

business holiday card messages for clients

Business Holiday Card Messages for Clients: A Guide to Season's Greetings

Introduction:

Choosing the right holiday card message for your clients is crucial for maintaining strong business relationships.

A well-crafted message conveys professionalism, appreciation, and strengthens client loyalty. This guide provides examples and strategies for writing impactful holiday card messages that resonate with your clientele, leaving a lasting positive impression and fostering goodwill for the new year. We'll explore different approaches based on your relationship with the client, your company's brand, and the overall tone you aim to achieve.

Article Outline:

I. Understanding Your Audience:

- a. Identifying your client base (industry, demographics)
- b. Considering existing client relationships (formal vs. informal)

II. Crafting the Perfect Message:

- a. Professional yet warm and personal messages
- b. Highlighting shared success and partnership
- c. Expressing gratitude and appreciation
- d. Maintaining a consistent brand voice

III. Message Examples:

- a. Formal business messages
- b. Informal and friendly messages
- c. Messages emphasizing collaboration and partnership
- d. Messages focusing on the new year and future prospects

IV. Designing Your Holiday Card:

- a. Choosing the right design (professional, festive)
- b. Importance of high-quality printing and materials
- c. Including your company logo and contact information

V. Distribution and Timing:

- a. Strategic timing for sending holiday cards
- b. Methods of distribution (mail, email)

I. Understanding Your Audience:

Identify your client base by analyzing their industry, size, and demographic information.

This helps tailor messages for better resonance. For instance, a message to a tech startup will differ from one addressed to a long-standing law firm.

Consider the existing relationship you have with each client.

Are your interactions primarily formal or informal? A long-standing client might appreciate a more personal touch, while a newer client might benefit from a more formal and professional approach.

II. Crafting the Perfect Message:

Keep your message professional, while injecting warmth and a personal touch.

Avoid overly casual language unless your relationship with the client warrants it.

Highlight shared successes and partnerships achieved throughout the year.

This reinforces the value of your business relationship and shows appreciation for their contribution.

Express genuine gratitude and appreciation for their continued support and business.

This simple act goes a long way in strengthening client relationships.

Ensure your message reflects your company's brand voice and personality.

This maintains consistency in your communication and strengthens brand recognition.

III. Message Examples:

Formal Business Messages:

"Wishing you a joyous holiday season and a prosperous New Year. We value your partnership and look forward to

continuing our collaboration in the year ahead."

This option is concise and professional, suitable for formal business relationships.

Informal and Friendly Messages:

"Season's Greetings! We appreciate your business and wish you a wonderful holiday season filled with joy and relaxation."

This message is warmer and more personable, suitable for clients with whom you have established a more informal relationship.

Messages Emphasizing Collaboration and Partnership:

"We've enjoyed a successful year of collaboration, and we look forward to even greater achievements together in the coming year. Happy Holidays!"

This message emphasizes the value of the partnership and looks towards future collaborations.

Messages Focusing on the New Year and Future Prospects:

"As the year comes to a close, we extend our warmest wishes for a happy holiday season and a successful New Year filled with new opportunities. We look forward to working with you again soon."

This message expresses optimism for the future and strengthens the anticipation of continued business.

IV. Designing Your Holiday Card:

Opt for a professionally designed holiday card that conveys sophistication and festive cheer.

Avoid overly cluttered designs or those that are too overtly humorous or informal unless it perfectly aligns with your brand.

Invest in high-quality printing and materials to reflect professionalism and care.

The quality of the card reflects the quality of your business and its regard for the client.

Include your company logo and contact information discreetly on the card.

This is a subtle yet effective way of reinforcing brand awareness.

V. Distribution and Timing:

Send your holiday cards strategically.

Aim to send them out in early to mid-December to ensure timely delivery and avoid the last-minute rush.

Decide on your distribution method based on your client relationships and preferences.

While traditional mail adds a personal touch, email might be more efficient for a larger number of clients.

Conclusion:

Sending holiday cards to your clients is a powerful tool for fostering strong business relationships. By carefully considering your audience, crafting a thoughtful message, and designing a professional card, you can convey appreciation, build loyalty, and set the stage for a successful new year. Remember to personalize your message whenever possible – a genuine expression of gratitude can go a long way.

Frequently Asked Questions (FAQs):

Q: When should I send out my holiday cards?

A: Ideally, aim to send them out between early and mid-December to ensure timely delivery.

Q: What is the best way to address my holiday cards?

A: Use formal titles and full names unless you have a very informal relationship with the client.

Q: Should I include a personal message with each card?

A: While a personalized message is ideal, a general message expressing gratitude is acceptable, especially with a larger client base.

Q: Should I send digital or physical cards?

A: The best choice depends on your client relationship and company culture. Physical cards offer a more personal touch, while digital cards are more efficient for larger client bases.

Related Keywords:

Business holiday cards, client holiday cards, corporate holiday cards, holiday messages for clients, holiday greetings for clients, business holiday card wording, professional holiday card messages,

seasonal greetings for clients, year-end client messages, client appreciation holiday cards, best holiday card messages for clients, holiday marketing for businesses, improving client relationships, maintaining client relationships, client loyalty, holiday card design, holiday card etiquette.

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headlines, we are entering a more hopeful economic age. The authors call it the “Worthiness Era.” And in it, the good guys are poised to win. Good Company explains how this new era results from a convergence of forces, ranging from the explosion of online information sharing to the emergence of the ethical consumer and the arrival of civic-minded Millennials. Across the globe, people are choosing the companies in their lives in the same way they choose the guests they invite into their homes. They are demanding that companies be “good company.” Proof is in the numbers. The authors created the Good Company Index to take a systematic look at Fortune 100 companies’ records as employers, sellers, and stewards of society and the planet. The results were clear: worthiness pays off. Companies in the same industry with higher scores on the index—that is, companies that have behaved better—outperformed their peers in the stock market. And this is not some academic exercise: the authors have used principles of the index at their own investment firm to deliver market-beating results. Using a host of real-world examples, Bassi and company explain each aspect of corporate worthiness and describe how you can assess other companies with which you do business as a consumer, investor, or employee. This detailed guide will help you determine who the good guys are—those companies that are worthy of your time, your loyalty, and your money.

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Content Rules equips you for online success as a one-stop source on the art and science of developing content that people care about. This coverage is interwoven with case studies of companies successfully spreading their ideas online—and using them to establish credibility and build a loyal customer base. Find an authentic voice and craft bold content that will resonate with prospects and buyers and encourage them to share it with others Leverage social media and social tools to get your content and ideas distributed as widely as possible Understand why you are generating content—getting to the meat of your message in practical, commonsense language, and defining the goals of your content strategy Write in a way that powerfully communicates your service, product, or message across various Web mediums Boost your online presence and engage with customers and prospects like never before with Content Rules.

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broke or crazy in the process. After all, what really matters on your wedding day is not so much how it looked as how it felt. In this refreshing guide, expert Meg Keene shares her secrets to planning a beautiful celebration that reflects your taste and your relationship. You'll discover: The real purpose of engagement (hint: it's not just about the planning) How to pinpoint what matters most to you and your partner DIY-ing your wedding: brilliant or crazy? How to communicate decisions to your family Why that color-coded spreadsheet is actually worth it Wedding Zen can be yours. Meg walks you through everything from choosing a venue to writing vows, complete with stories and advice from women who have been in the trenches: the Team Practical brides. So here's to the joyful wedding, the sensible wedding, the unbelievably fun wedding! A Practical Wedding is your complete guide to getting married with grace.

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The Traders' War -- an omnibus edition of the third and fourth novels in Charles Stross's Merchant Princes series. Miriam was an ambitious business journalist in Boston. Until she was fired—then discovered, to her shock, that her lost family comes from an alternate reality. And although some of them are trying to kill her, she won't stop digging up secrets. Now that she knows she's inherited the family ability to walk between worlds, there's a new culture to explore. Her alternate home seems located around the Middle Ages, making her world-hopping relatives top dogs when it comes to importing guns and other gadgets from modern-day America. Payment flows from their services to U.S. drug rings—after all, world-skipping drug runners make great traffickers. In a land where women are property, she struggles to remain independent. Yet her outsider ways won't be tolerated, and a highly political arranged marriage is being brokered behind her back. If she can stay alive for long enough to protest. These books are immense fun.--Locus At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

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The first major monograph on the legendary American typographer and graphic designer Herb Lubalin.

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business holiday card messages for clients: *Divorced Girl Smiling* Jackie Pilossoph, 2014 Smile! It's not just the end of your marriage, it's the beginning of your second chance! Missy Benson has a two and a half carat diamond engagement ring with color grade H, VS2 clarity and a value of \$36,000. It's absolutely gorgeous, practically flawless, and let's be honest, really big! But what the successful Chicago realtor doesn't have anymore is a husband. After 12 years of marriage, her husband, Paul, a handsome, wealthy attorney has devastated her by breaking up their marriage for Priscilla Sommerfeld, a young, personal trainer, who according to Missy's sassy assistant, J.J., looks more like a Las Vegas stripper than a fitness expert. Not sure what to do with her ring, and with no financial issues to worry about, Missy decides to put it up for sale on Craigslist. The price: 99 cents! The catch: She gets to pick the buyer. In essence, she's looking for the perfect guy, but not for herself. Her hope is to regain faith that good men do exist, and that marriages can last forever. Now referring to herself as the divorced girl, Missy interviews dozens of young men who are vying for the huge ring. It's a contest that includes outrageous characters, hilarious and sentimental stories, and two finalists, both of whom Missy adores and who she must choose between. Then there's Parker Missoni, the sexiest contestant by far, who drives her crazy with his brutal honesty, and at the same time stops her heart with his deep brown eyes. *Divorced Girl Smiling* is the story of a woman's journey to do whatever it takes to heal herself from divorce. It's about acceptance, reflection, taking accountability for mistakes, and appreciating all of life's wonderful gifts. In other words, if you have the guts to put the past behind, admit your mistakes, embrace your future, and give love another chance, you will surely be a divorced girl smiling.

business holiday card messages for clients: Essentials of Business Communication Mary Ellen Guffey, 2004 This text-workbook is a streamlined, no-nonsense approach to business communication. It takes a three-in-one approach: (1) text, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook. The chapters reinforce basic writing skills, then apply these skills to a variety of memos, letters, reports, and resumes. This new edition features increased coverage of contemporary business communication issues including oral communication, electronic forms of communication, diversity and ethics.

business holiday card messages for clients: *Building a Business with a Beat: Leadership*

Lessons from Jazzercise—An Empire Built on Passion, Purpose, and Heart Judi Sheppard Missett, 2019-06-25 Transform your passion into a profitable business—with the help of the legendary entrepreneur who turned an innovative idea into a \$100 million global powerhouse. Judi Sheppard Missett is a fitness icon who, at just three years old, discovered a passion for dance that would eventually fuel a global dance fitness empire. After an early life spent honing her dancing skills and a career as a professional jazz dancer, Judi had an epiphany: why not combine the art of jazz dancing with the science of exercise to help others achieve a healthier, happier self-image and life? The wildly enthusiastic response from her first 15 students inspired her to launch Jazzercise, Inc., the world's leading dance fitness program with a cumulative \$2 billion in global sales. In *Building a Business with Beat*, Judi reveals for the first time the secrets behind the company's five decades of enormous success. In addition to helping millions of men and women improve their health and well-being through the fun and fitness of dance, Judi has inspired 8,500 franchisees to achieve their dream of owning and running their own business. Now, through powerful personal stories, practical proven-successful advice and insights, Judi shares how you, too, can transform your passion into a profitable business. This inspirational guide will teach you how to:

- Create a successful business by discovering and defining your larger purpose
- Use your unique perspectives and abilities to enhance the lives of others
- Deftly handle everyday obstacles and unplanned events
- Develop an open mindset and embrace innovation and new possibilities
- Inspire your staff to connect to a purpose greater than day-to-day work, and more

Filled with helpful tips, smart strategies, and no-nonsense advice, this book is essential reading for anyone who has ever dreamed of creating a thriving, purpose-driven business. The author is living proof that when you're doing what you love, it may not seem like work at all.

business holiday card messages for clients: Season's Greetings from the White House Mary Evans Seeley, 1996 Discusses the traditions and special events of United States Presidents and their families during the Christmas season; includes photos of Presidential Christmas cards, gifts, and trees.

business holiday card messages for clients: *Business and Professional Communication* Steven A. Beebe, Timothy P. Mottet, 2013 Updated in its 2nd edition, *Business & Professional Communication* focuses on the core concepts and skills of business and professional communication, with an emphasis on leadership for today's global workplace. This comprehensive text is organized around five fundamental principles of communication, providing a useful pedagogical framework for the reader. These principles are applied to a variety of business and professional contexts, including workplace relationships, interviewing, group and team work and giving presentations.

business holiday card messages for clients: MIXED NUTS Rick Cormier, 2016-04-21 Highly irreverent, but filled with wisdom and infused with deep caring, *Mixed Nuts* is a memoir of a life working in psychotherapy. Some people assume that all therapists are new-agey hand-holders who just listen and nod like bobbleheads, then suggest an astrology reading, a gluten-free diet, and your choice of complimentary love flower or polished healing stone on your way out the door. That's not me. My job is to help fix what's broken. Speaking to the layperson and the practitioner alike, even Rick's signature humor can't hide his deep understanding of mental illness, his desire to help heal it quickly and effectively, and his pragmatic and often creative approach to treatment.

business holiday card messages for clients: Your Book Is Not a Business Card Kary Oberbrunner, 2021-09-21 What if you turned your book into 18 streams of income? Most authors have been taught that a book is just a business card. Sadly, this is why most authors stay poor. Notice the difference: Business Cards Cost Money Books Create Value Business Cards Are an Expense Books Are an Asset Business Cards Get Thrown Away Books Last Forever Business Cards Decrease Space in Your Pocket Books Increase Influence, Impact, and Income Business Cards Change Landfills Books Change Lives How you view your book and position it in the marketplace shapes your results and your riches-or lack thereof. For eight years, Kary Oberbrunner struggled to earn profit as an author. (Let's just say he kept his day job.) Finally in 2012, he discovered the model that enabled him to go pro as a writer. In *Your Book Is NOT a Business Card*, Kary reveals his

proven process for helping authors create a suite of products-18 streams of income in all-to service their readers' needs while growing their profits. To date, more than 250,000 authors from all over the world have found success using this powerful model. His clients have effectively implemented it across multiple continents, languages, and genres-even with fiction and children's books! Wall Street Journal and USA Today bestselling author, Kary Oberbrunner will teach you how to make the most of your book: Leverage the exact income streams that fit your dreams and goals. Create a clear buyer's journey that delivers real, life-changing results. Invite your readers to go deeper without sounding spammy or salesy. Build an engaged community thrilled to purchase your next book-based product and service. Create your 6- or 7-figure book-based business, starting today! Kary Oberbrunner is the CEO of Igniting Souls Publishing Agency. His company helps authors, coaches, entrepreneurs, and speakers (ACES) write, publish, and market their books the right way and turn them into 18 streams of income. He lives in Ohio with his wife, Kelly, and their three children. Connect at IgnitingSouls.com

business holiday card messages for clients: How to Write it Sandra E. Lamb, 2006 Provides examples and advice on writing announcements, condolences, invitations, cover letters, resumes, recommendations, memos, proposals, reports, collection letters, direct-mail, press releases, and e-mail.

business holiday card messages for clients: *Chocolatour* Doreen Pendgracs, 2013-06

business holiday card messages for clients: **Watercolor Wonders** Editors of Klutz, Klutz Press, 2021-02 It's watercolor-with a surprise twist! As you paint, reveal hidden designs in our invisible, paint-resistant ink. Uncover patterns in scenes with adorable animals, a star-studded galaxy, whimsical fairies, and more! Follow step-by-step instructions to learn the basics of watercolor and work up to more intermediate techniques like ombré and tie-dye with 20 pieces of adorable, ready-to-paint artworks. With premium paints and magical designs, this is the perfect starter kit for budding artists. Need to Know: 54-page book includes 18 pages of watercolor instruction and ideas for displaying your fool-proof masterpieces A follow-up to *Watercolor Crush* and *Watercolor Dreams* with a magical surprise in invisible ink. Comes with 7 vibrant colors of paint, a premium paintbrush, a palette mixing tray, and 18 pages of high-quality watercolor paper Comes with: Spot-gloss areas for resist painting; 18 page instruction book and 18 watercolor boards with black pre-painted outlines, 7 colors of paint, mixing palette and paintbrush included

business holiday card messages for clients: *The Smell of War* Roland Bartetzko, 2018-01-20 Roland Bartetzko is a former soldier with the German Army, the Kosovo Liberation Army, and Croatian Defense Council and took part in extensive engagements during the conflicts in the Balkans. These are his memories of dangerous, deadly, and sometimes funny times. It is the true story of what the war was like in Bosnia and in Kosovo. Combined with the stories are his 'observations' about the military tactics that were applied in these conflicts. They provide practical advice for soldiers and civilians on how to survive in a war zone.

business holiday card messages for clients: **Business Writing with Heart** Lynn Gaertner-Johnston, 2013-11 Write your way into successful, lasting work relationships. Writing is the lifeblood of career success. This book shows you how to write with heart--to use language and messages that connect with others at work, building relationships that help you achieve your goals. You have coworkers, clients, or customers you rely on to contribute to your success, and you may write to them more often than you talk or meet. Your written words must carry your messages, sometimes in tense and awkward situations. This book shows how to choose words that convey your meaning while developing and sustaining your relationships. If you are a leader, team member, sales or customer service rep, entrepreneur, or any professional who communicates in writing, this book helps you support positive relationships in every message. Whether you write to the assistant in the next office or the partner on the other side of the globe, you can communicate in ways that build trust, respect, and solid connections with others. Find out how to: --Make small changes in your emails to reinforce relationships rather than weaken them. --Share bad news, constructive feedback, apologies, and reminders in ways that reassure readers and create goodwill. --Say no to requests

clearly and firmly without alienating or embarrassing others. --Respond to angry or tactless messages while preserving your reputation and the relationships that matter. --Communicate confidently even when the words don't come easily, using the model wording, letters, notes, and emails in this book.

business holiday card messages for clients: *How to Say it* Rosalie Maggio, 2001 The second edition of this popular one-of-a-kind book is updated with ten new chapters.

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