

Five ways to acknowledge (and thank) your best clients this holiday season

By [Jim Cranston](#) on December 12, 2014

It's the little things that matter most. As we begin to close out 2014, take a moment to consider how far a little gratitude can take you. Sure, it's easy to hit send on that eCard, or scribble your name on one of the countless firm holiday cards sitting on your desk. But what does a client truly appreciate? Perhaps a heartfelt thank you.

As H. Jackson Brown, Jr. wrote in his book, [Life's Little Instruction Book: 511 Suggestions, Observations, and Reminders of How to Live a Happy and Rewarding Life](#) "Don't forget, a person's greatest emotional need is to feel appreciated."

Consider one of the following:

1. Write a note. That's right, a good old-fashioned hand-written note. Consider mentioning something specific or personal like common interests, hobbies, upcoming events, etc.
2. Make a call. Perhaps a phone call with no agenda. Inquire about the family or kids, holiday plans, vacations, etc.
3. Send a thank you gift. Consider a small but unique gift such as a poinsettia, or a custom logo snack like cookies, a book or magazine subscription or an item for the office.
4. Invite to an event. Try inviting a client to join you for an event. Perhaps a firm open house, sporting event, holiday musical or charitable fundraiser. The face time can't hurt.
5. Send tickets. If you know of a client's interest or passion for a sports team, the theater, the opera . . . send tickets to an upcoming event. They can take whomever they want –family member or friend and will appreciate that it's from you. If they can't attend, they can pay it forward.