

Romancing your clients and employees on Valentine's Day

By Adriana Copaceanu

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Adriana Copaceanu
adriana@shentel.net

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With the holiday season behind us, it is time to start looking at next year's plans for growing our businesses. Valentine's Day is a wonderful opportunity to show just how much we value our clients and employees.

Here are some ideas:

Tie a Valentine's balloon to a bag of hard candies or heart shaped chocolates, and attach a card with this wording: "Our customers (employees) are the heart and soul of our business". Deliver it to the decision-maker. Everyone who walks by will think their sweetheart sent them something special and will ask about it. They'll end up talking about you, saying your company name over and over all day. You could also include a nice personal note.

Send a bag of nuts with a note saying: "XYZ Company is nuts about our customers (employees)".

Buy a packet of forget-me-not seeds, and send it with a note saying: "Don't forget! We can help you plant the seeds of success for your business!"

For inactive clients, you could send a heart shaped chocolate with "We'd love to hear from you!" tucked inside the wrapping.

"Kiss your worries good bye. XYZ Company is here to take care of your needs" attached to a bag of lip shaped chocolate is another idea.

These are just a few ideas to get your creative thinking started. You can adapt these to your own industry, or think up other sayings.

Corporate gift strategist Adriana Copaceanu specializes in Helping entrepreneurs increase their referrals through the strategic use of gifts. She offers a customized worry free gift giving service to fit the budget of any size business to assist them in standing out from the crowd. To sign up for her biweekly newsletter, go to http://www.abcgiftsandbaskets.com/gift_news.htm
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