

LAVISH

ONE CARD
AT A TIME

365 Days of Gratitude



Lavish Fine Art Cards

gratitude

noun

grat•i•tude gra-t-tüd

-tyüd

: the state of being grateful : THANKFULNESS
expressed gratitude for their support



ABOUT

Welcome to the art of handwritten gratitude; One Card at a Time. In an age dominated by digital communication, the simple act of sending a handwritten note stands out. This guidebook is designed to aid you through the process of crafting personalized greeting cards of gratitude for your clients and the people in your life. A thoughtful gesture and a powerful tool for building lasting relationships.

Writing a handwritten note isn't just about putting pen to paper; it's a practice that combines mindfulness, reflection, and connection. Think of it as a daily meditation, where you take a moment to pause, breathe, and reflect on the positive experiences and interactions you've had. This reflection not only enhances your appreciation for these relationships but also allows you to express genuine acknowledgment that resonates deeply with the recipient.

You'll discover that these small acts of kindness can have a profound impact. A handwritten note is more than just a message; it's a tangible reminder that your recipient is valued and appreciated. It's a way to strengthen the bonds of trust and loyalty that are essential for long-term success in any relationship.

This guide will help develop skills and confidence to create meaningful, personalized messages that not only reflect your gratitude but also help in nurturing and deepening your client and personal relationships. Whether you're reaching out to express thanks for a successful project, acknowledging a client's support, or simply sending a note to brighten someone's day, this manual will equip you with everything you need to make each message count.

Writing thank you notes can be challenging, but it's a challenge worth embracing with gratitude. After all, it means you have thoughtful people in your life who deserve to be acknowledged in return.

So, let's get started on this journey of mindful gratitude, One Card at a Time.

How to get started

We've designed this concept around a typical work year as being 250 days. Starting each day with the intention to write a card begins with a moment of mindfulness and reflection. Take a few minutes to center yourself and allow your thoughts to settle on the positive interactions you've had. As you reflect on these moments of gratitude, one person may come to mind or you might be flooded with many. We find it useful to make a list for reference. Begin writing with the simple goal of expressing genuine appreciation. As you repeat this process daily, it will gradually become easier, turning what was once a deliberate action into a natural routine. Research shows that it takes a minimum of 21 days to form a new habit, so by committing to this practice, you'll soon find that the act of writing a card becomes a seamless and rewarding part of your day.

How to format your thoughts

When writing greeting cards in a business atmosphere, it's important to strike a balance between professionalism and warmth. While the corporate setting may lean towards a more formal tone, infusing your message with genuine gratitude and authenticity can make a significant impact. Use a personal touch to connect with the recipient, ensuring your appreciation feels sincere and heartfelt. A well-crafted card should express thankfulness while acknowledging the positive effect the recipient has had on you. Highlighting specific contributions or moments can make your message more meaningful, leaving a lasting impression.

Choose the Right Tone

Personal Yet Professional: Balance a professional tone with a personal touch. Use polite and respectful language, but add warmth to make the message feel more genuine. Let your personality show!

Express Genuine Gratitude

Be Specific: Mention specific actions or contributions that you are thankful for to show the recipient the impact of their act.

Acknowledge Impact

Highlight how the recipient's actions have positively influenced you.

Review and Edit

Proofread: Double-check your message for any spelling or grammatical errors.

Finding the right words to express yourself isn't always easy, even when what you want to say is in your head and heart. To make it easier, we've created some examples to inspire you and help you articulate your thoughts.

“I wanted to express my sincere thanks for going out of your way to help me. Your support truly made a difference, and I'm grateful for your kindness and generosity. It's not every day you meet someone willing to go the extra mile, and I deeply appreciate it.”

“You are a lifesaver! Your willingness to lend a hand has been a tremendous help to me, and I can't thank you enough for going above and beyond!”

“A huge thank you for always being a beacon of support and encouragement. Your positivity and helpfulness have made a world of difference for me!”

“A big hats off for the fantastic job you do. Your support has not only been helpful but also incredibly inspiring. You're a legend, and I truly appreciate you!”

“Thank you for being such a good colleague and friend. Your kindness has had a lasting impact, and I want you to know that I'm truly grateful for it.”

“Your support means the world to me. Thank you for encouragement and helping me to succeed.”

“You shine above the rest! In a world full of go-getters, your continuous drive for excellence and the positive impact you bring are genuinely valued and recognized.”

“Hey there, I just wanted to send a short note of thanks for always having my back! You are like a burst of sunshine on a cloudy day.”

“I owe you more than just ‘thanks’ for going above and beyond to help me. Your support means the world to me, and I’m beyond grateful!”

“Your exceptional kindness never goes unnoticed. Your warm-hearted manner and dedication are truly inspiring and make a positive impact on everyone you meet.”

“It’s has been an absolute privilege to have the opportunity to work alongside someone as dedicated and talented as you. Your efforts truly make our workplace a better place.”

“I just wanted to take a moment to say thank you for your kindness. What you did truly brightened my day, and I’m so grateful for your thoughtfulness. It’s people like you who make the world a better place.”

Here’s another list of phrases that might inspire:

- The work you do is important and so appreciated.
- Sending a little heartfelt appreciation your way today!
- Thank you for listening when...
- It really helped me out when you...
- I’m beyond grateful
- I sincerely applaud you
- I’m blown away by your kindness
- It means the world to me
- I want to acknowledge how much you’ve done
- Thanks in advance
- I’m so grateful
- I appreciate it
- Thanks for your hard work on this
- Thanks for having my back
- I can’t thank you enough
- That’s so kind of you
- Thank you for taking the time to do this
- Many thanks
- I’m beyond grateful
- I sincerely applaud you
- Much obliged
- I sincerely appreciate it
- I’m most grateful
- Please accept my deepest gratitude.
- I’m forever indebted

Start with "Dear [Name]".

Give a "why" for your card such as "Thank you so much for the..." or "It was so kind of you to..."

Follow up with a specific sentence about the "why", such as "The advice you gave was so helpful – it truly made a difference, and I appreciate your insight."

Sign off with a **"thank-you"**.

Here's a list of some words of thanks that might be useful to sign off with:

- Best,
- All my Best,
- All the best,
- You're the best!
- Cheerfully yours,
- Yours appreciatively,
- Respectfully yours,
- In your debt,
- Gratefully,
- Many thanks,
- With warm regards,
- Graciously yours,
- With fond appreciation,
- Warmest wishes,
- Thanks for all you do,
- Thanks again!
- Can't thank you enough!
- Thanks for everything,
- Cheers!
- You're greatly appreciated!
- Forever thankful,
- With deep gratitude,
- Thanks for being you!
- All thanks to you!
- Humbled by your kindness,
- With sincere gratitude,
- Best regards,
- With sincere thanks,
- Gratefully yours,
- With deep respect,
- With gracious thoughts,
- All my thanks,
- With true appreciation,
- Appreciatively yours,



Sometimes, the right words have already been spoken.

Finding the right words can sometimes be a challenge. In those moments when our own words seem inadequate, turning to the wisdom of famous figures can be just the inspiration we need to distill universal truths and emotions into a few powerful words.

When we use a well-chosen quote, we're not only expressing our own feelings but also connecting with a broader human experience. These timeless expressions of wisdom and gratitude have the ability to convey sentiments that are both personal and profound.

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”

John F. Kennedy

“Gratitude is not only the greatest of virtues but the parent of all others.”

Marcus Tullius Cicero

“Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well.”

Voltaire

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”

William Arthur Ward

“Gratitude is when memory is stored in the heart and not in the mind.”

Fred De Witt Van Amburgh

“No one who achieves success does so without acknowledging the help of others. The wise and confident acknowledge this help with gratitude.”

Alfred North Whitehead

“Let us be grateful to the people who make us happy; they are the charming gardeners who make our souls blossom.”

Marcel Proust

“Gratitude is the fairest blossom which springs from the soul.”

Henry Ward Beecher

“Acknowledging the good that you already have in your life is the foundation for all abundance.”

Eckhart Tolle

“Gratitude makes sense of our past, brings peace for today and creates a vision for tomorrow.”

Melody Beattie

“Silent gratitude isn't much use to anyone.”

Gertrude Stein

“Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings.”

William Arthur Ward

“Gratitude is a currency that we can mint for ourselves, and spend without fear of bankruptcy.”

Fred De Witt Van Amburgh

“The smallest act of kindness is worth more than the grandest intention.”

Oscar Wilde Lionel Hampton



Here's a helpful guide for planning your yearly greeting card supplies, ensuring you're always prepared with reminders set for every occasion.



January

It's a good time to clean up your database and add new clients. Plan mailout campaigns for the year.

Valentine's Day cards.

Restock on general-purpose cards like birthdays and thank-you notes.

February

Consider a **Spring mailout** campaign. Its not a traditional time to send greeting cards so sending one keeps you top of mind with your clients.

Restock on general-purpose cards like second quarter birthdays, anniversaries and thank-you cards.



March

Begin planning for any spring events, such as **Easter or graduations**.

Consider adding a selection of all-occasion cards for "just in case" moments.

April

Prepare cards for **Fathers Day** Memorial Day (US) and **Victoria Day** (Canada).



May

Prepare cards for **Mother's Day** and **Graduations**.

Time to order third quarter birthdays, anniversary, Independence Day (US) and Canada Day cards.



June

Consider a **Summer mailout** campaign. It's a great way to boost client engagement, express appreciation and maintain visibility during a slower season
Time to check your supply of On-boarding and thank-you cards.

July

Perfect time to prepare for **Thanksgiving!** In our opinion, the easiest and most effective greeting card campaign to show appreciation, strengthen client relationships and to reinforce gratitude during a time of reflection and connection.



August

If you haven't already ordered for Thanksgiving, now's the time!
Restock for fourth quarter **birthdays and anniversaries.**

September

Prepare cards for **Veterans/Remembrance Day**



October

Finalize your **Christmas, Hanukkah** and Kwanzaa mailing list as the last quarter of the year seems to speed by.

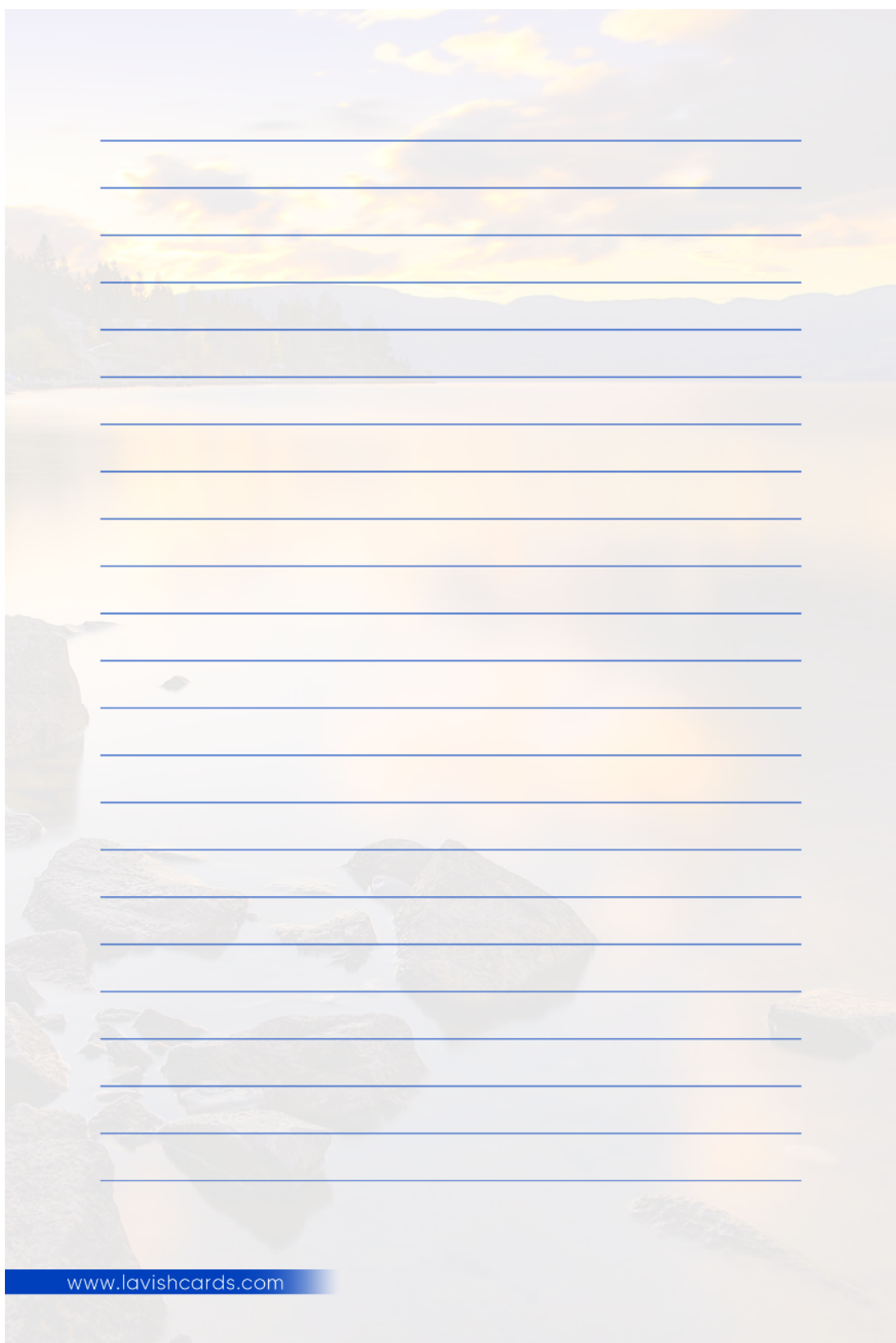
November

Order **Calendars** and **New Years** cards.



December

Restock on general-purpose cards like **first quarter birthdays, anniversaries** and thank-you notes.







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