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Ideas for Expressing Your Gratitude During the Holidays

The holidays are a wonderful time to reflect on our gratitude for all of our blessings, and for us, at the top of that list are our client and employee relationships.

Year after year it may become challenging to find new and meaningful ways to express appreciation to clients, associates, employees and others who have helped your success or have made your job enjoyable. So I thought I'd share a few things we've done, as well as recommend an excellent article (below) which might help get your creative juices flowing.

We thoroughly enjoy the opportunity to show our appreciation by sending our clients personalized calendars with their name strategically placed in the images of each month and by paying special visits to them with gifts and good tidings.

For our fabulous employees we do something fun like a harbor cruise, mystery dinner theatre or a 3 day ocean cruise.

For some more ideas, I think you'll enjoy this article filled with [25 fun, quirky and memorable ways to thank your customers and build a loyal customer base.](#)

CLIENT: Adrienne Streeter, Streeter Publishing

OVERALL STRATEGY: Incorporate more heart and personal experience into her blog posts

DIRECTION: *Let's do something along the lines that the holidays are a wonderful time to reflect on our gratitude for our client relationships and to be grateful for all of our blessings? We also enjoy the opportunity to pay personal visits to our clients with gifts and good tidings.*

MY INQUIRY for more of her personal experience on the issue: Do you have a couple/few heartwarming tidbits we can mention? A particularly lovely connection you've had? A client going out of their way for YOU?

CLIENT'S RESPONSE: *Not really . . . other than we always . . . bring our clients gifts, send them personalized calendars, celebrate with our employees – always try to do something fun, like a Mystery Dinner Theatre, Harbor Cruise, etc., take employees on a company cruise (we have done that 4 times).*