

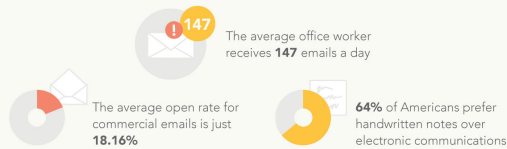
The Power of Handwritten Notes

And How Your Business Can Benefit



In the age of electronic communication, handwritten notes are an effective tool for businesses that want to stand out and get noticed. These pieces offer a personal touch that's been proven to connect with consumers on a deeper level

CUSTOMERS ARE SUFFERING FROM ELECTRONIC BURNOUT



HANDWRITTEN NOTES CREATE DRAMATIC RESULTS



HANDWRITTEN NOTES HAVE SEVERAL BENEFITS

They're worth keeping

Handwritten letters may make it onto the fridge or a bulletin board for safekeeping.

"As technology races forward, people are increasingly starved for those high-touch extras, like homemade meals and personalized notes."

The New York Times, May 4, 2012

They show a meaningful investment

The US Postal Service indicates that people receive a handwritten letter only once every two months.

"While saying 'thank you' is important, the beauty of a well-crafted handwritten note is that it can show deeper investment and appreciation than a simple thank-you can."

John Coleman, Harvard Business Review

They convey sincere emotions

You can convey deeper emotions in a handwritten note.

"Your thank-you note should recapture the smile, handshake or hug you would give the giver in person and offer it in a form that can be read and reread."

Margaret Shepherd, The Art of the Handwritten Note

They set you apart from the competition

Handwritten notes easily distinguish you from competitors who are still sending emails.

"If you want to stand out, to be more polished, probably the easiest thing you can do is write that thank-you note."

Heather Wiese, owner of Bell Invito

If you're looking for an effective way to connect with your audience and differentiate your company, handwritten notes are an effective approach.

Handwritten can help you boost your business with scalable handwritten pieces produced at an affordable rate.

RESOURCES

- 1 - <http://fortune.com/2012/10/08/stop-checking-your-email-now/>
- 2 - <https://www.entrepreneur.com/article/281739>
- 3 - <https://hbr.org/2013/04/handwritten-notes-are-a-rare-c>
- 4 - <https://www.forbes.com/sites/nancyolson/2017/01/22/five-reasons-to-write-thank-you-notes/#1dfc022811>
- 5 - https://knowledgebase.constantcontact.com/articles/knowledgebase/5409-average-industry-rates?lang=en_US
- 6 - http://www.academia.edu/2919578/Getting_permission_Exploring_factors_affecting_permission_marketing
- 7 - <https://www.omni.cc/the-impact-of-handwritten-notes>
- 8 - <https://www.slideshare.net/jyrintelligence/the-future-of-correspondence>
- 9 - <https://boss.blogs.nytimes.com/2012/05/04/a-stunning-news-social-media-tactic-handwritten-notes/?ref=smallbusiness>
- 10 - <https://www.helpscout.net/help/roi-of-thanking-customers/>