

## Birthday Card

As you know, we use [www.CardEmergency.com](http://www.CardEmergency.com) to send cards (it saves us time, money AND is so easy to use once setup that cards actually get sent out as they should!).

You can use anything though; just make sure they get sent regularly.

We send holiday cards, new client thank you cards, newsletters, postcards, open-house invitations, missing client cards, networking cards to other business owners and birthday cards/gifts.

...since we're also including some fill-in-the-blank pieces in the direct mail module, we'll stick with our birthday card here.

You can see there's a festive image, headline of a birthday wish, details of a genuine, heartfelt message and even a call to action and urgency. Testimonials and a guarantee is left out since this although this is marketing, it's not an ad, and would work against us.

-Christopher

P.S. If you want to signup or to know how we automate this process with [www.CardEmergency.com](http://www.CardEmergency.com) just email or call.

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