

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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! “Linking Companies to their Communities” **Hand Written Notes**

Do you remember the last handwritten note you received? Even more, do you remember the last handwritten note you sent?

With our technologically enhanced communications & email and voicemail, it is just so convenient to email people, or to leave one way voice messages for them, isn't it?

I'd like to challenge you to think of why a handwritten note can actually mean more today, than it might have before the advent of email and voicemail.

This is the key for you to have more **IMPACT!**

By writing a handwritten note, you're doing something many others aren't doing! You're adding a personal touch in a world that is becoming technologically impersonal.

You're saying, "I care" in a very simple way.

What to write about? Just about anything.

- * Congratulations for a job well done.
- * Best wishes for a promotion.
- * Good luck on a new venture.
- * Thanks for a helping hand.
- * Appreciation for extra effort.
- * Pride in a child's accomplishment.
- * Recognition for your spouse's support.
- * Thanks for being my friend.

The biggest challenge about writing handwritten notes is simply just getting to it. It really doesn't take much more time, and a first class stamp could be one of the most inexpensive yet treasured gifts you can give.

Get Started:

- * Invest in some stationary to use for this purpose. Something with your name or monogram can have a nice touch.
- * A less expensive alternative is to purchase some tasteful postcards.
- * Buy a roll of stamps.
- * Keep all of these in a place that is easy to reach.
- * Then, just remember to pull them out when you want to share a "gift" with someone else.

People really appreciate and enjoy them. The biggest challenge is to "get to it!"

Remember that every handwritten note you send will help you energize those around you, and maybe even make their day.

Handwritten notes ARE gifts.

*Dear Valued Customers, Clients, Colleagues, and Friends,
Thank you for all the support and encouragement you have given me and the confidence you have placed in **IMPACT!** to assist you in growing your businesses with cost-effective public relations strategies and marketing tactics over the past 19 years. We look forward to continuing these partnerships, and creating new ones! Together, we can make 2010 a banner year!*

Sincerely, *Susan*

Make an **IMPACT!**

Make an IMPACT! with "Customized Communications"

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

IMPACT! your community with "Messages that Matter"

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and build your organization's identity.

Understand how to better IMPACT! your customers

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.