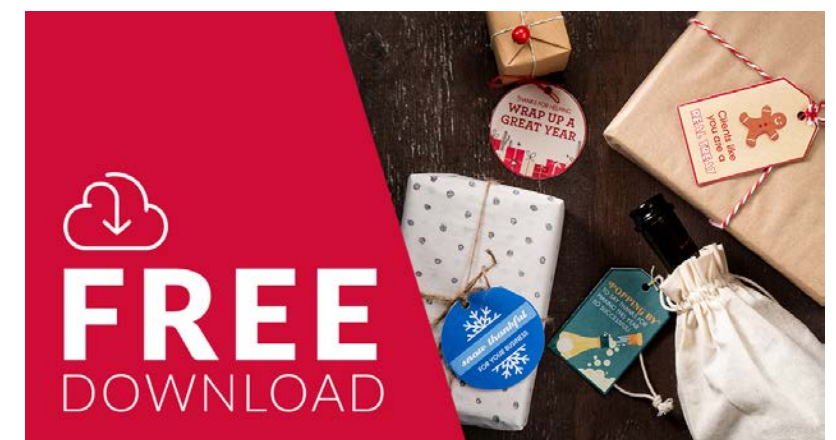


# FREE RESOURCES

[remindermedia.com/resource-library](http://remindermedia.com/resource-library)



# WEEKLY BLOG CONTENT

[remindermedia.com/blog](https://remindermedia.com/blog)



**Personalizing Thank You  
Notes to Customers**



**Improving Client Relations  
for Your Business**



# NEW VIDEOS EVERY WEEK

[youtube.com/remindermmedia](https://youtube.com/remindermmedia)



EPISODE 81 | INCREASE YOUR INCOME WITH GRATITUDE

# EXCLUSIVE CONTENT EACH ISSUE!

Available right in your account





# How to Grow Revenue *with gratitude*



**KIM ANGELI**

CEO and Founder of Grateful Box



**LUKE ACREE**

President of ReminderMedia

# *about* **ReminderMedia**



- A pioneer in relationship marketing for service-based sales professionals.
- ReminderMedia's mission is to empower our clients to close more deals and retain more business.
- We do this by focusing on consistent connection, relevant messaging, and relationships, to keep you top of mind.

# *meet* **Kim Angeli**



- Former insurance agency owner (retired at age 44).
- Now the owner of a global gratitude company.
- Mission is to teach the power of gratitude and relationships.
- 1 million Grateful Boxes, 1 million birthday cards.
- Added \$250,000 to bank account in ONE YEAR with gratitude strategy.



# Poll: How do you show gratitude?



- Greeting cards or thank-you notes
- Gratitude calls
- Gifts or gift cards
- Client appreciation events



# *about* **Grateful Box**



- We are Gratitude Experts who educate, consult and keynote speak to corporate employees, managers and young professionals on the power of grateful living in the workplace. It is our mission and vision to create joyful employees which in turn...increases employee engagement, retention, and profitability.

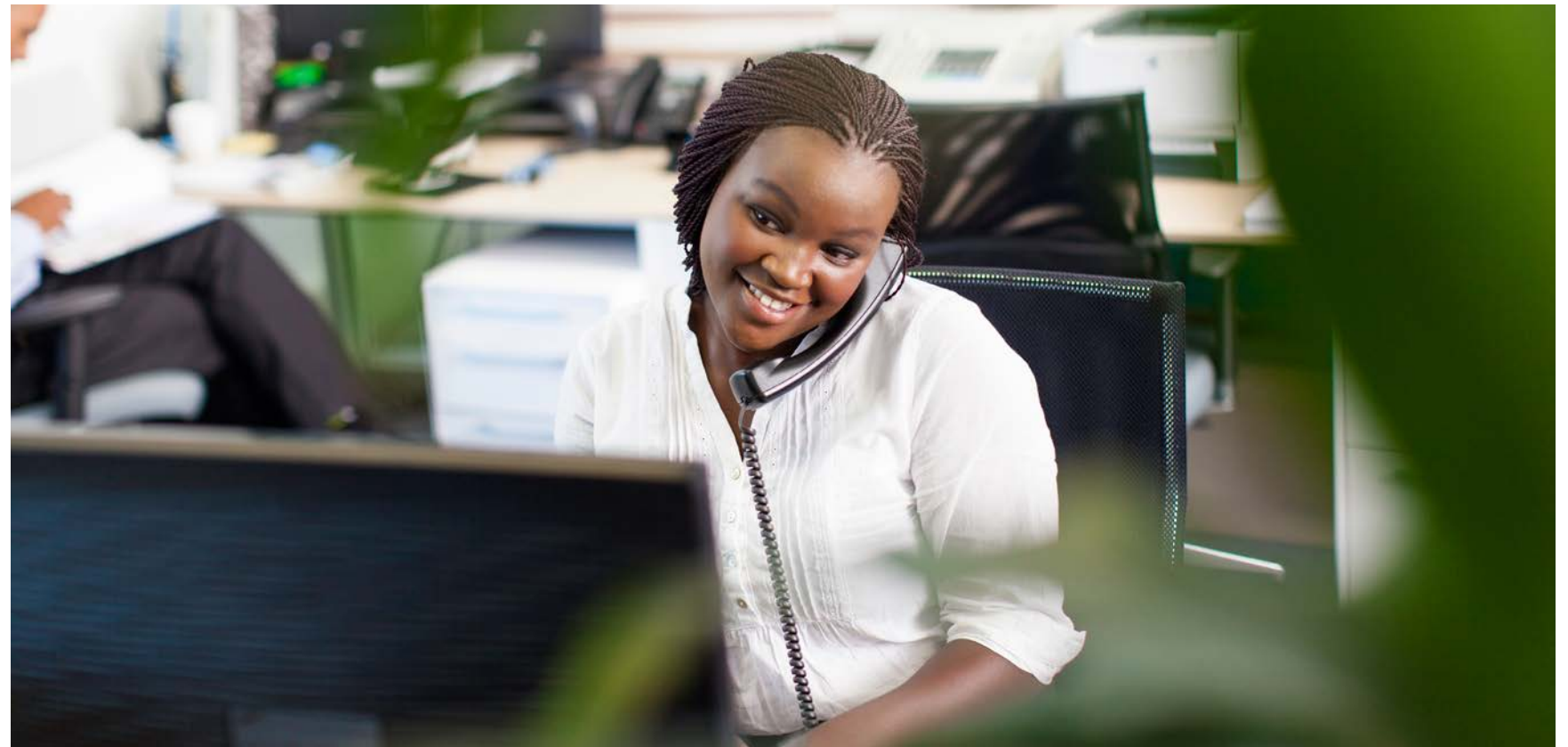
# *the power of* **Gratitude in Sales**



- If you're concerned with competition, closing, and cash flow, you're operating from a place of desperation.
- People can feel this energy.
- When you control your emotions and operate from a state of gratitude, you can focus on serving, giving, and adding value.



# *the power of* **Relationship Marketing**



- A strategy designed to foster customer loyalty, interaction, long-term engagement.
- Focused on producing referrals vs. acquiring only new (potentially single-transaction) clients.

# *the reason why* **Customers Leave**



- 68% feel like you don't care about them past the transaction.



# *what's* **your choice?**

*“Fall in LOVE with  
your client, not  
your PRODUCTS.”*

– Tony Robbins



- It's 6 to 7 times more expensive to bring on a new client.
- Love on your clients, new and old.
- Add value.



# *it's all* **About Relationships**



One Customer = 250 People



# **Poll: How strong are your relationships with your best clients?**



- Very Strong (12 or more touchpoints annually)
- Strong (6–12 touchpoints per year)
- Need Improvement (1-5 touchpoints per year)
- Rarely communicate beyond the transaction

# *identifying* **Your Relationships**



- Make a list of your top 25 relationships.
  - Your CRM
  - Your cell phone contacts
  - Facebook friends
  - Memory Jogger
  - LinkedIn connections





# *ranking* **Your Relationships**

## **“A” Relationships**

- Know exactly what you do and who your ideal client is.
- Would walk through fire to refer you to that client.
- Some may not even be clients.

## **“B” Relationships**

- Know what you do and would refer you if it were easy.
- Will refer over time, if you stay top of mind.
- Some may not be clients.

## **“C” Relationships**

- Will only refer if the opportunity falls into their laps.


## **“Y” Relationships**

- As in, “Why are you putting them on a list?”
- They see no value in your services and are constantly asking you to show your value.

An abstract graphic on the left side of the slide, composed of several overlapping, semi-transparent green triangles and polygons in various shades of green, ranging from a vibrant lime green to a muted sage green. The shapes are layered to create a sense of depth and movement.

**How do you  
get referrals**  
*from your top clients?*





**By showing**  
*gratitude*  
**and building**  
*relationships*



# Grow Revenue

*with gratitude*

Sign up for  
**Mastermind Your Success**  
at a discounted rate of \$97/month.

**Use offer code RM**  
[gratefulbox.com/mys](https://gratefulbox.com/mys)





# *keep in touch with* **Your A-List Clients**

## **American Lifestyle and Start Healthy magazines**

- High-quality 48-page publication branded around you.
- Includes personalized letter and customization options.
- Bimonthly touchpoint that is perceived as a gift.
- Adds value and drives referrals.
  - 38% of recipients have referred someone to the professional who sent them the magazine.\*
  - 81% of recipients appreciate the professional more.\*



# A Little Gratitude

*from Reminder Media*

## Customers:

Add recipients to your next mailing list, and we will pay for half (up to 20).

## New Sign-ups:

15 free magazines on your first mailing.





# Questions & Answers

*Type your questions in  
the question box!*

# Thank you for listening

*Recorded session and slides  
will be emailed to you.*



📷 @hopewithanote | 📘 @gratefulboxinc | 🌐 gratefulboxinc



📷 @lukeacree | 📘 @lukeacreeRM



📷 @ReminderMedia | 📘 ReminderMedia | 📺 @ReminderMedia | 🌐 ReminderMedia