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Pick Up Your Pen

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Do you want a client to stop and pay attention when you communicate? Do you want a prospective client to remember you amongst the crowd? Do you want to recognize your team for a job well done? Do you want to put the spotlight on an individual who made a special difference on one of your programs or events? We all want to communicate, so how do we do that?

Hurry, shoot off an e-mail or a text message. It's quick, it's easy, and it's efficient. Or leave a voice mail. Again, it's quick, easy and efficient, and even a bit more personal than just an email. You can't go wrong using these tools of this electronic age to communicate quickly. But does it hit the mark when you want to personalize your client communications?

How many e-mails do you receive in your inbox on a daily basis? How many do you type in return as second nature? How many voice mails do you listen to on your work phone or mobile phone? There is so much information we are being asked to receive, digest, disseminate and act upon today. In this day and age of information overload, I choose to supplement this efficient world of communications with handwritten notes. Be honest, when you are wading through the pieces of mail you receive, don't you grab the handwritten envelopes first? I do.

Knowing that someone took the time to write a special note, in their own handwriting, tells me that I am worthy of a precious commodity we each have—ourselves. So when I want to make a special impression on someone, I give them something that no one else on this planet can give them—a small piece of me.

I'm always looking for eye-catching note cards that I know people will take notice of. Then I take the time to write a note. Sometimes to say thank you, sometimes to say hello, sometimes to just say it was nice to meet you. But always with the goal of sharing a bit of me in hopes that the person receiving my note will stop for a moment in their busy environment to read my words, and that I will have made a special impression.

You may have to practice your cursive a bit, but pick up your pen and supplement the efficient keyboard clicking mode of communication with the tried and true art of penmanship.

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