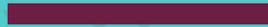


# *Client Love*

HOW TO LOVE THE FANS  
YOU ALREADY HAVE SO YOU  
ATTRACT EVEN MORE



# Here's What's Inside!

A Little Blue Box . . . . .	3
Don't Be Random . . . . .	3
Your Creative Hook . . . . .	4
Be Like MOO. . . . .	5
Signposts on the Journey . . . . .	6
Thank You, Thank You!. . . . .	7
Your Assignment: Create Your Signature Touch . . . . .	8
One Last Thing . . . . .	9
Goodies and Inspiration. . . . .	10

# Playbook 3:

## Your Signature Touch

### A Little Blue Box

How can a simple light medium robin egg blue box, wrapped with a white ribbon, make hearts beat faster and symbolize sophistication, romance and class?

Tiffany and Co.'s iconic packaging has thrilled many a gift recipient, offering up precious possibilities as to what lies inside.

During one of my many visits to the New York flagship store, I bought myself an elegant silver pen just to own *something* that came in that beautiful blue box.

"Tiffany Blue," as it's known, is a trademarked color, meaning you can't use it for packaging that may confuse consumers; you are welcome to paint your house that color if you so choose! It was used on the cover of Tiffany's Blue Book, first published in 1845, and has been an international brand symbol ever since.

*The world has been enthralled with the distinctive Tiffany Blue Box since the very beginning. It was Charles Lewis Tiffany who mandated that the coveted boxes could only be acquired with a Tiffany purchase. As reported by the New York Sun in 1906, "Tiffany has one thing in stock that you cannot buy of him for as much money as you may offer, he will only give it to you. And that is one of his boxes."*

*Glimpsed on a busy street or resting in the palm of a hand, Tiffany Blue Boxes make hearts beat faster, and epitomize Tiffany's great heritage of elegance, exclusivity and flawless craftsmanship. (from [Tiffany and Co. website](#))*

This is what a signature touch can do for your brand. But you can think beyond packaging and create many signature touches that delight your customers and make your brand memorable.

### Don't Be Random

Coming up with creative signature touches should not be done in a vacuum. It's best if you let your brand strategy guide what makes the most sense. Nothing delights people more than when a brand's signature touch further extends the brand in a clever or unique way.

With a clear brand strategy in hand, you can easily brainstorm brilliant signature touch ideas. If your brand is playful and whimsical, maybe you can send customers a [mini-Slinky](#), [a retro candy box](#), or for the truly quirky, a [Japanese candy box](#). My friend, publicity expert [Melissa Cassera](#), uses decadent language in all her marketing copy about obsession and guilty pleasures such as salted, gooey caramels and pumpkin spice lattes, so it was no surprise when a thank you gift of [caramel marshmallows](#) arrived on my doorstep. It was just so *her*. And that made it special.

## A creative brand signature touch can generate buzz and leave an unforgettable impression.

It can light up your packaging, email signoff, or perhaps your outfits—maybe you become known for wearing stylish purple blazers and three-inch suede boots? There is a wonderful case study in my book [Branding Basics](#) about a Los Angeles psychotherapist who stands out in a very crowded, lookalike profession because she uses lemon imagery in everything from her business name (Lemon-Aid Counseling) to her website to her office décor to even lemon-shaped notepads for her clients. She is now known for this at networking events.

Whatever you choose, just make sure it's consistent with your brand and doesn't confuse your audience. If my savvy and conservative financial planner sent me that Japanese candy box, I'd be like, "What the....?!"

## Your Creative Hook

Many brands have a **creative hook**. This is the theme or motif you have running through your company's visuals, product names, or benefits. For example, my business, Red Slice, is all about helping clients stand out by telling irresistible and delicious brand stories. This carries through to my juicy fruit imagery, offering names such as The Slice, and a weekly email, *The Juice*.

Early on in my business, I started sending [Chukar Cherry](#) gift boxes to clients and partners as a way to show my gratitude. Irresistible chocolate-covered cherries, delivered in a bold, neat red box—and from a Seattle company, where my business started? What could be more Red Slice?! Fresh. Delicious. Fun. BOOM. In addition, "giving back" is an important Red Slice brand value, so every year, my clients get to choose a charity and I donate on their behalf as a holiday gift.

Clients of mine have had creative hooks ranging from nautical themes to comic book superheroes to exploration and navigation. They've used language throughout their brand stories that evoked romantic movies, imaginative childhood play, and even sorcery and alchemy. Lots of opportunities to find unique and clever signature touches!

Revisit your brand attributes and personality - or articulate them if you never have before. Find a creative theme or hook that you can carry over to a signature, memorable gift.

# Be Like MOO

[MOO](#) is a fun award-winning print and design company specializing in premium business stationery and promotional materials. You can customize the cards or print different images on each one and they use recycled, sustainable products. Their brand is cute, quirky and very approachable.

MOO cares about beautiful design and quality products at a decent price. They inject their fun, friendly and bubbly brand into hundreds of signature touches and surround their customers in a brand experience that gets people talking.

A few years ago, I ordered some mini-cards from MOO to promote my book. Their series of signature touches is what has made me a loyal fan and brand evangelist for them.

## Signature Touch #1: Whimsical website copy

Just look at the clever and witty way their website copy is worded and you instantly understand their brand and what they are about. The brand promise carries through in tone and word choice. Friendly. Bubbly. Customer-service focused. Check out [this page](#) for just a taste. This is actually a website you want to read and enjoy. It is very clear through their messaging that they stand for fun, quality and environmental sustainability.

## Signature Touch #2: Clever automated email order confirmation

Full of personality, it started with:

*It's Little MOO again. I thought you'd like to know, the following items from your order are now in the mail:*

...and ended with:

*Remember, I'm just a bit of software, so if you have any questions regarding your order, the best place to start is with our Frequently Asked Questions. We keep the answers here. If you're still not sure, contact customer services, (who are real people) at: <http://www.moo.com/help/contact-us.html>  
Thanks for ordering with MOO – we hope you love your order.*

*Thanks,  
Little MOO, Print Robot*

They took a boring, bland auto-email and turned it into a reinforcement of my decision to buy from them. Easy. Simple. No extra cost to do this.

## Signature Touch #3: Clever packaging

MOO reinforced their quirky, friendly brand all over their packaging, to making me feel really good about the purchase. Tucked inside the card holder case I bought, they inserted a little card: "Yay! You're Our New Best Friend!" The box holding my cards was wrapped with a band that read:

“Your MOO minicards are inside\*”

\*Open them quick!”

Their packaging, just like their brand, was cute, compact and sustainable. They actually design their [packaging to be reused](#). Here is what they say about this on their website:

*We think receiving products from MOO should be something special. After all, it's your artwork, your photography, your event or your business you're promoting. Something to be proud of and something to be shared. So we custom design our packaging for re-use, resale and recycling. If it's worth packing, it's worth packing well.*

None of these signature touches are random in nature. They all stem from a strong brand strategy and a desire to create a consistent customer experience that gets people talking.

## A signature touch is just another way to further cement your brand into the hearts and minds of your audience.

Let signature touch ideas naturally flow from the work you've done on your brand attributes, personality and values.

For more “OMG Inspiration,” check out these [41 innovative and clever packaging ideas!](#)

## Signposts on the Journey

When choosing when and where to implement clever signature touches, map them along your audience's journey. Delight them at pivotal touch points along the way. Some ideas:

- When they sign up for your email list (email autoresponders, freebies)
- Upon order completion, contract signing or project start
- To celebrate their very first purchase or engagement with you
- When they get their product or “deliverables” (packaging, email follow-up)
- When someone sends you a referral
- At the beginning or end of an in-person meeting or event
- At the beginning or end of a client project
- Your email signature (at the bottom of all emails)
- Your voicemail message
- Just because! An unexpected surprise is the best kind.

# Thank You, Thank You!

You've heard me preach that your brand strategy informs everything your business does, inside and out. Even when it comes to how you thank your clients, customers or partners.

Whether that's thanking a client for hiring you, thanking a customer for their order, or thanking someone who signed up for your class, every business owner should offer a signature touch at this critical moment.

**If you are not currently thanking people, *really* thanking them for supporting your business beyond an automated, "Thank you for your business," you need to start!**

Any "thank you"—from clever emails to thoughtful handwritten notes—is yet another opportunity to reinforce your brand message and vibe.

While not every thank you requires a pricey gift, at the very least one of your signature touches should be to show gratitude. You can find unique thank you cards, order letterpress notes or send playful travel postcards to showcase your flair.

**When are some good times to thank people?** Alison Monday of [Tiny Blue Orange](#), my fabulous web developer, shared these gems in a guest post she wrote:

- Right away after your initial call/consultation  
*"Thank you for reaching out or considering working with me."*
- Unexpectedly during a project if you haven't officially thanked them yet  
*"I'm so grateful to be working with you."*
- With an order they placed for a physical product  
*"Thanks so much for your order, we hope you love..."*
- When a project is complete/launches/etc.  
*"It was such a pleasure and honor to help you + your biz"*
- If they referred you to someone that reached out  
*"Thank you so much for your kind words + praise"*
- For sharing your product or service with their followers or fans  
*"You didn't have to promote my latest program, but it means the world to me that you did!"*

And I'll add these:

- When someone donates their time to you for free at your event or for your program
- When someone introduces you to a new connection
- When someone sends you an article or website they think you'll love

# Your Assignment: Create Your Signature Touch

**What are some themes or motifs that are an authentic part of your brand?** Do you reference a particular activity, mood, or visual image? Jot down some ideas:

**What is one unique signature touch you could implement?** If you can think of more, write those down, too!

**Where and how will you implement this signature touch?** For welcoming new clients? On packaging? At the end of a project? In your email auto-responder or website copy?

**Get comfortable with gratitude!** List at least one person you can reach out to this week and thank. They could be a client, colleague, partner or someone who just opens doors for you on a regular basis:

**Write your thank you email or, better yet, hand-written note below:**

# One Last Thing

**Don't force it.** If you find yourself struggling to come up with a signature touch idea, just sit with it for a while. The last thing you want is for anything to feel gimmicky. I always tell my clients to never, ever "force" a creative hook idea. If we can't see it easily, it probably is not meant to be.

The best signature touches organically come to you. They are an expression of your passion and love for your work. Most likely, you have thought about this in some way, shape or form already, whether as a crazy future dream or a clever idea for branded swag!

**Your signature touch doesn't have to be expensive or "grand."** It can be the tiniest little detail, done consistently, that delights your audience.

Tiffany and Co. had to package their jewelry in *something*. Creating a blue box and wrapping it in a plain white ribbon is not all that Earth-shattering. It's the consistency over time that has given it magic and meaning, and now that signature touch represents something so much more.

And when in doubt, remember: Classy, heartfelt gratitude is the sexiest signature touch of all.

*Maria*

# Goodies and Inspiration

Three [insanely clever ways](#) to thank your customers, clients and partners.

Not a gifted writer? [This book](#) is a must for creating unique, whimsical and beautiful thank you's. Full of templates and even tear-out pages you can send!

Fabulous unique gift ideas can be found at [Uncommon Goods](#).

Scrumptious chocolates with a worldview can be found at [Vosges](#).

Mouth-watering edible gifts with fruit, nuts and chocolate – plus some creative jams, jellies and other delectable – can be found at [Chukar](#).

For unique stationery and thank you notes, give [MOO](#) a try! Or [Minted](#) or [Tiny Prints](#). For less expensive options, try [Expressionery](#).

A song for you: [\*And I want to thank you...for giving me the best day of my life.\*](#)