

# TOP 6 REASONS TO WRITE PERSONAL NOTES



PLACE  
STAMP  
HERE

Writing personal notes is the most powerful and least expensive way to grow your business!

1

Personal notes leave a positive, lasting impact

4

They can make someone's day

2

They help you build a database of quality relationships

5

Personal notes set you apart from your competition

3

They show you care and make you a more likely candidate to receive referrals

6

They deepen your personal and professional relationships

## BRIAN BUFFINI'S NOTE WRITING TIPS

### WHO TO WRITE NOTES TO

- ✓ Your current and past clients
- ✓ Family and friends
- ✓ Your personal service providers; doctor, painter, accountant
- ✓ Lenders and agents you do business with
- ✓ Business owners you respect
- ✓ Someone you'd like to meet

### WHEN TO WRITE NOTES

- ✓ To follow up a mailing, phone call, Pop-By or meetings
- ✓ After you've received a referral
- ✓ When someone does something that you appreciate or after you have received excellent service
- ✓ Before, during or after a transaction
- ✓ To re-establish contact
- ✓ To simply make someone's day

## SAMPLE PERSONAL NOTES

### CLIENT RELATIONSHIP

Dear Jody,  
Thank you for your referral to Bob and Linda! You can be confident I'll take excellent care of them. Your trust and support are greatly appreciated.

All the best — Jeff

### PERSONAL RELATIONSHIP

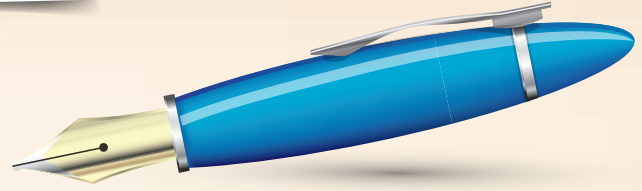
Dear Beverly,  
I was just thinking of you today & wanted to say, "Hello!" I hope all is well. I'm looking forward to talking with you soon.

I'll be in touch - It's a good life! — Tina

### B2B RELATIONSHIP

Dear Lois,  
It was great meeting with you for lunch.  
I look forward to growing our businesses together. Let me know how I can help!

It's a good life! — Brian



*People you can write  
personal notes to:*

- ☐ Broker
- ☐ Spouse
- ☐ Salesperson
- ☐ House cleaner
- ☐ Assistant
- ☐ Partner
- ☐ Another agent
- ☐ Dentist
- ☐ Dry cleaner
- ☐ Lender
- ☐ Lawyer
- ☐ Manicurist
- ☐ Hairdresser
- ☐ Server
- ☐ Accountant
- ☐ Family members
- ☐ Landscaper
- ☐ Transaction coordinator
- ☐ Anyone in your database
- ☐ Dog groomer
- ☐ Mechanic
- ☐ Anyone you appreciate
- ☐ Someone you'd like to meet