

### *Art Masters Program*

#### CUSTOMER GREETING CARDS



- It's hard to track the actual effectiveness of this but either way, it's spreading good will
- It's a lot easier to keep a customer than it is to get a new customer
- A good thing to hand out to customers who have bought your painting
- You can order these through a company called [overnightprints.com](http://overnightprints.com) for about \$1 dollar a piece
- I ship around 10 cards like these to my customers who have purchased fairly expensive paintings

##### What it should contain:

- The Image & Title (Painting)
- The Size "Oil on Canvas"
- "In the collection of (your customers name)"
- Your Website
- Place it inside an envelope

##### What this does:

- This provides your customers with a means to endorse you to their friends while they also get to brag about what great art they have in their personal collection
- To create good will amongst your customers

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Making Your Greeting Cards:

- Leave the last card out for presentation & be sure to wipe off the finger prints before sending



- Grab a little piece of tissue paper and make a huge fold on the bottom part
- Make a smaller fold up top before making both ends meet



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- It should now look like this after:



- Then fold both sides underneath



- Then grab some ribbon (which may depend on your preference) and tie a little bow on it





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- You could now place it in a box and send it off to your customer

#### Tips:

- After sometime you could send these out along with a short note of appreciation

*Thank you for your recent purchase!  
I hope your enjoying your art work  
That was one of my favorite paintings  
I made these cards exclusively just for you*

- You could then send out a newsletter to them after sometime of your new art work