Module 24

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 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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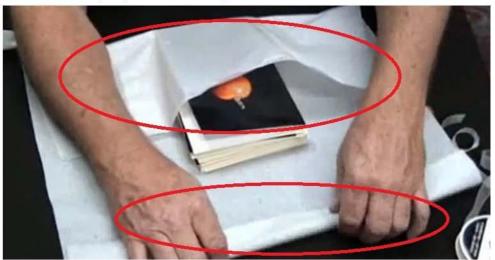
CUSTOMER GREETING CARDS

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! 9 hope your enjoying your art work That was one of my favorite paintings 9 made these cards exclusively just for you

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