

*Infobriefings®
on Note Cards*

Alicejane Lippner, MD, JD

Infobriefings LLC
Boca Raton, FL

Infobriefings[®] on Note Cards

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Contact Information

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7040 W. Palmetto Park Road 182, Boca Raton, FL 33433
<http://www.infobriefings.com>
info@infobriefings.com

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I. Introduction

Succeed with note cards

Think note writing is a dying art? Think again. In an age of information and technology overload, handwritten personal notes on attractive note cards are appreciated more than ever. Handwritten notes, in the context of your business, can create connections, provide a personal touch that builds relationships, keep your name in front of your market, set you apart from competitors, establish trust and enhance credibility, build and boost business.

Do you have a supply of note cards? How often do you send notes—instead of using e-mail or voice mail? How do you feel when you receive a note card, especially in a business setting? What gets posted on bulletin boards—note cards with thanks or paper copies of e-mail thanks?

People will be pleasantly surprised to get notes from you, rather than the typical business correspondence they receive from everyone else. Note cards can be powerful.

How many occasions can you think of to write business notes that aren't full of business-speak? Can you follow up with prospects you meet at industry events? Send notes of congratulations for the personal triumphs of VIPs you want to reach? Handwrite an invitation to your art show?

How will you make note writing part of your daily activities? Using tools, techniques, and tips in this guide, you can quickly, easily, painlessly design note cards and craft messages that will help advance your business, set you apart from your competition. The books listed in the resources section offer tons of examples and samples that complement what you'll discover and apply in this guide.

Want more reasons to use notes and note cards? They:

- are versatile, flexible—many styles, themes, topics
- offer vast uses in diverse situations
- are easy, quick to create and produce, customizable
- don't require extraordinary writing or design skills
- can be read rapidly to present a mini-story
- keep your name in front of your niche
- counter the impersonal nature of technology
- provide an immediate connection, when done properly
- have impact, especially as they're unexpected, rare
- make you unique, memorable, with a personal touch
- give your business a personality, humanize it
- develop good will, build relationships
- allow you to handle sensitive issues
- show you care enough to take the time and effort
- are subtle, effective marketing tools
- can build and boost business
- put it in writing, document it (whatever it is)
- can be permanent (unless destroyed, purposely or not)
- are private and secure, unlike e-mail messages
- are unintrusive, unlike telephone calls and e-mail
- let you hone your writing skills in small chunks
- are valued, treasured, saved, and displayed
- are low cost, affordable for all size businesses/budgets
- are inexpensive to print with a top-quality look
- can be mailed for the cost of one first-class stamp

Use *Infobriefings® on Note Cards* to guide you.

Let me guide you

Why listen to what I have to say? Because I have the marketing and writing expertise to guide you through the note card creation and implementation process. I've been a successful physician, attorney, pharmaceutical industry director. I've been a freelance writer. More recently, I've built a thriving information marketing and seminar business.

I've had extensive marketing experience, creating marketing materials and campaigns for different types of businesses. I've worked with marketing departments to improve their programs. I've effectively marketed my own businesses, using note cards as valuable tools.

I've used my expertise to help others create marketing materials and infoproducts. My clients—ranging from small businesses to large corporations—have created revenue-generating information products, implemented successful marketing campaigns, boosted business.

Now, I've written this guide to show you how you can quickly profit from note cards, too. As a single mother raising six children, I've had to utilize efficient, effective ways of doing things—personally and professionally.

I've whittled the note card process down to the minimum and presented it in an easy-to-use manner. I've given you practical, immediately-useful information to help you achieve success, without spending loads of time reading how to do it. Plus, lots of checklists and tools to get your note cards created more efficiently and more effectively, ready to be used for maximum leverage.

Use the note card process

I've broken the note card process into 3 components—INCEPTION, INFORMATION, IMPRESSION. I like doing things in 3s. Why 3s? The number 3 has always had a special meaning and naturalness.

Follow the 3-part note card process:

- (1) *Inception*: How do you want your note card to look? What's your ultimate purpose? WIIFM? Benefit for your reader? What's the topic of your note?
- (2) *Information*: What's the CORE, the take-away idea? What's the message to convey? What resources can help? What can you send with your note card?
- (3) *Impression*: What's the tone of your note? Any graphic devices to add? What's the call to action? How will you produce your cards? Leverage them?

Write down the steps you plan to take to create your note cards and notes. Decide what type of note cards to use. Plan each message. Planning requires time, but expedites crafting note cards. Overall time is reduced. Effectiveness is improved. The more you plan, the less time and effort it takes to implement your plan.

What do people want to know when they get a note card?

- Who's it from—the who?
- What's the message about—the what?
- Why should I care—the why?
- What benefits will I get—the WIIFM?
- What do I need to do—the call to action?
- What's the deadline—the when?