

75+
IDEAS

SUPER GIFTING IDEAS TO WOW EVERY CLIENT

A FREE guide filled with tips and suggestions that will help you create a WOW experience for your recipient.

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Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness you are able to give.

- ELEANOR ROOSEVELT

THE DOs AND DON'Ts OF GIFTING

Before you pick out a gift for your customer or loved one, read through my best practices that will help you create a WOW experience and elevate your relationships.



DO Think Outside of the Office

Your recipient exists outside of their relationship with you. Incorporate their hobbies, interests, and passions outside of work. What do they love doing most? How can you honor that hobby?



DO Make it a Family Affair

Don't just show your appreciation to customers. Spread the love with the ones *they* love. It's not only good manners to acknowledge these supporting players, but also good business. A gift for a child goes a LONG way!



DO Make it Unique

To create a lasting impact, try to find a gift that connects your story with your recipient's story. For example, a Realtor who loves puzzles can make a custom puzzle of their client's new home.

THE DOs AND DON'Ts OF GIFTING

Below are common gifting faux pas I've seen over and over again. By avoiding the mistakes that follow, you'll elevate your gifting game and maximize the return on investment.

DON'T Put Your Name on it

If it has your logo on it, it's an ad, not a gift. If you were giving a friend a pair of shoes, would you write your name on the sole so they would remember who they were from? Of course not!

Because it's a gift. It's about them, not you.



DON'T Make it a Bribe

Never expect anything in return for a gift. Once a gift is given, don't bring it up again. You don't get to hold on to the good-gift points for future credit. Gifts with an expectation attached should not be given.



DON'T Gift a Project

Last but not least, don't send anyone a gift that requires more than five minutes of assembly, unless it's a puzzle or a LEGO set or another gift where assembly is part of the fun.



PERSONALIZED GIFTS

When something has your name, initials, or photo on it, it immediately becomes more valuable to you, right? You can easily elevate a standard gift into something memorable that your clients or loved ones will want to keep forever.

Here are a few ideas (and links!) for personalized gifts sure to be treasured:

- Personalized [guest book](#)
- Monogrammed [travel item](#) filled with their favorite products
- Custom [portrait](#) of their family or pet
- Engraved [frame](#) with their wedding date or baby's name/birth date, etc.
- Engraved [bottle/wine opener](#)
- Custom [badge holder](#)
- Personalized [picnic table/wine carrier](#)
- Custom [Connect-Four game](#)
- Engraved [pen](#) with recipient's favorite quote or their company name
- Personalized [door mat](#)
- Custom [book/coloring pages](#)
- Custom [pickleball paddle](#)
- Personalized [charging pad](#)
- Custom [Lego design \(home, building, or minifig\(s\)\)](#)

Customized 4 Things Pouch



Custom Connect-Four Game



Custom Whiskey Ice Mold



Pickleball Paddle



Glass Pad



Badge Holder



CUSTOMIZE COMMON GIFTS

You can easily elevate some common gifts into something personalized. Here are a few examples:

- Order custom vinyl stickers from a site like Etsy to monogram a Tumbler or similar item.
- Instead of buying a basic planter and plant, get a custom pot with the person's name on it. They'll want to reuse it again and again!
- Elevate a bottle of wine or liquor with a custom label. You can use a picture or some custom text to commemorate the occasion so that your recipient will keep the empty bottle and always remember it.
- Buying chocolates? Order from M Cacao and add a personalized video message or slideshow inside the box of treats.
- Use custom wrapping paper (like with a pet's face on it!) and immediately ramp up the excitement for your gift.
- Instead of gifting a regular candle, customize the glass holder with a photo from stores like Yankee Candle or Etsy.
- All you can afford is a card? Easily print a custom card from your local drug store to maximize the message.

Vinyl Sticker



Custom Planter



Custom Wine Label



M Cacao Chocolates



Personalized Wrapping Paper



Candle with Photo



LAST-MINUTE GIFTS

If you're in a pinch and need a gift idea ASAP, I've got you covered! If you know a few details about your recipient (or can do some quick snooping on their social media accounts), you can get them a gift that will make an impact. Even a gift card to one of their go-to spots proves that you listen to them and care about their interests. Below are a few ideas that you can steal for your next last-minute gift!

- Make a donation to their favorite charity on their behalf
- Know which workout studio your recipient loves? Pre-pay for the next month or a bundle of 5-10 classes.
- A package for their doggy daycare, or a gift card to the groomer they go to. (Bonus points if you pair it with a cute dog toy!)
- Who doesn't need their car cleaned? Treat your client to a professional cleaning or detailing service.
- Do your friends rely on services like Care.com or Rover? Send them a note that their babysitter is covered the next time they go on a date (you could even bundle a restaurant AND Care.com gift card to exceed their expectations).
- For the parents that are always looking for family-fun activities, drop off a basket of baking ingredients from your local grocery store and print out an easy recipe for them to follow. You can also do the same thing with crafting supplies and a link to a fun DIY project.
- When in doubt, find details in your notes for things they may like and refer to those conversations in your card. For example, a gift card to a coffee shop with a note, "I know you love working out of coffee shops on Fridays, so your next latte is on me!" Even if you don't know their favorite spot, the note shows that you listen to them.

LOVE ON THEIR LOVED ONES

Showing someone that you sincerely care about the people they care about is one of the quickest – and most effective – ways to build lasting relationships. Consider getting a gift that a couple or family can use together, or something special for the kids that will make their mom or dad look like the hero!

- Gift card to couple's favorite restaurant
- Cooking class gift card
- Hire a private chef to come to the recipient's home
- Wine tasting
- Tickets to a concert or comedy show
- Movie theater tickets, or a subscription to a service like Disney+
- Passes to the local zoo, aquarium, carnival, etc.
- Put together a 'road trip kit' filled with easy games and knick-knacks
- Custom blanket, food bowls, or other toys for their pet
- "Big brother" or "big sister" gift for the family welcoming a new baby

Protected By Pet Onesie



Old Navy Matching PJs



Custom Deck of Cards



Custom Tray



Indoor S'Mores Fire Pit



Personalized Children's Book



HIGHLIGHT THEIR HOBBIES

If you've been diligently taking notes in your CRM about your clients, then you should have a good understanding of your client's hobbies. Here are a few gift ideas based on some common hobbies. If you're still stuck, you can find a subscription box for almost anything. Find a full list on [this site](#).

SPORTS

Driver Drink Dispenser



Ballpark/Stadium Cufflinks



College Stadium Sculpture Candle



ENTERTAINING

Customizable Spinning Record Server



Personalized Grill Set



Monogrammed Roasting Pan



OUTDOORS

Personalized National Park Poster



Make-Your Own-Mountain Centerpiece



Yeti Cooler



CRAFTING

Cricut Joy Bundle



Engraved Knitting Needles



Storybook DIY Kit



GIFTS AT EVERY PRICE POINT

Check out a few more of my favorite ideas at varying price points!

\$25 and under

Fresh Cut Flower Tote (+ flowers!)



A Great Book (like this one!)



Personalized Cell Phone Stand



\$25-75

Book Nook Reading Valet



Electric Iced Tea Maker



Smart Reusable Planner



\$75-125

Wireless Mobile Printer



Beis Weekender Bag



Desk Chair Wrap



\$125+

Wireless Speaker



Cocktail Maker



Smart Mug



APPRECIATION, ANNIVERSARY, & CLOSING GIFT IDEAS

- Custom key rings
- Personalized door mat
- Personalized acrylic wall calendar
- Full fridge of their favorite foods - or full cabinet of things you need right when you move in, such as cleaning supplies, hand soap, toilet paper, scissors, paper plates, plastic utensils, etc.
- Pre-paid cleaning service
- Custom puzzle of the picture of the new house
- Legó set of a new house or other cherished location (where you had your first date?!)
- Personalized guest book
- Anniversary journal
- Personalized dish towels with a 'handwritten' family recipe
- Pet collar tag with new address
- Return address stamp/stickers with new address
- Personalized citronella lantern
- Engraved pot with plant
- Professional family photoshoot: when the listing photos are getting taken, offer to take a few pictures of the family in the home so they can use it as a holiday card or framed picture in their new home. Go one step further and use that photo to make a puzzle or other personalized gift.
- Customized ornament with a first dance song or other special song
- Personalized aprons for the whole family, plus a custom wooden spoon
- Personalized mailbox decals
- Gift card to nearby nail salons, gyms, golf courses, or other businesses that your client will be trying out
- Personalized classic napkin caddy or with landscape design
- Personalized craft room sign (or other room sign)
- Ice cream canteen with a gift card to a nearby creamery

GIFTING RESOURCES

1-800 Flowers Brands

Get free shipping across all the 1-800 Flowers brands with the [Celebrations Passport](#) (\$19.99/year). Brands include Harry & David, Personalization Mall, Popcorn Factory, and many others.

Zazzle

Get free standard shipping with [Zazzle Plus](#) (\$19.95/year) or free premium shipping with Zazzle Plus Premium (\$49.95/year).

Uncommon Goods

Get free shipping on all orders with [Uncommon Perks](#) (\$19.99/year).

Pirate Ship

Get the best USPS and UPS [shipping rates](#).

Handwrytten

Send cards at scale in *your* [handwriting](#).

Books

Check out [this list](#) of my favorite customer experience books. They all make great gifts!

ONE FINAL HUMBLE SUGGESTION:



GRAB A COPY OF *CREATING SUPERFANS!*

Know someone with customers or employees? This is the perfect book for them! *Creating Superfans* helps entrepreneurs and brands tap into the unmatched power of superfandom. Available in hardcover, audiobook, or e-book.



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@BrittanyHodak and tell me about the
best gift you've ever received!

