The Power of Handwritten Notes
And How Your Business Can Benefit

In the age of electronic communication, handwritten notes are an effective tool for businesses that want to stand out and get noticed. These pieces offer a personal touch that's been proven to connect with consumers on a deeper level.

CUSTOMERS ARE SUFFERING FROM ELECTRONIC BURNOUT

The average office worker receives 147 emails a day.

- 64% of Americans prefer handwritten notes over electronic communications.

HANDWRITTEN NOTES CREATE DRAMATIC RESULTS

- Handwritten notes increase engagement between sales representatives and clients by 30-50%.
- 81% find handwritten notes more meaningful than emails and text messages.
- Handwritten response rates are 300% greater than traditional printed pieces.
- Some companies find retention rates 114% better among customers who receive a thank-you note.

HANDWRITTEN NOTES HAVE SEVERAL BENEFITS

- They're worth keeping:
  Handwritten letters may make it onto the fridge or bulletin board for salekeeping.
  "As technology races forward, people are increasingly starved for those high-tech items, like handmade meals and personalized notes."

- They convey sincere emotions:
  You can convey deeper emotions in a handwritten note.
  "Your thank-you note should illustrate the quality, handiwork or help you would give the giver in a form that can be read immediately."
  - Margaret Shipkend, The Art of the Handwritten Note

- They show a meaningful investment:
  The US Postal Service indicates that people receive a handwritten letter only once every two months.
  "While saying ‘thank you’ is important, the beauty of a well-crafted handwritten note is that it can show deeper investment and appreciation than a simple thank you can." - John Cotton, Harvard Business Review

- They set you apart, from the competition:
  Handwritten notes easily distinguish you from competitors who still send emails.
  "If you want to stand out, to be more polished, probably the easiest thing you can do is write that thank-you note."
  - Heather Wens, owner of Salt Words

If you're looking for an effective way to connect with your audience and differentiate your company, handwritten notes are an effective approach.

Handwrytten can help you boost your business with scalable handwritten pieces produced as an affordable rate.

www.handwrytten.com