

Inviting Clients to Events

Client events add value to your client relationships and give you the opportunity to meet prospective clients in a non-threatening setting. Once you have decided on your event schedule, you need to tell your clients about pending events, and invite them to attend.

Make a Great First Impression

People will decide a lot about your event - and your practice - based on the invitation you send. Even if your clients choose not to attend a given event, the fact that they have been invited already indicates that you provide great service and exclusive perks to your best clients. They will feel part of a small, exclusive club. Even if your clients do not all act on the invitation, there is validation just from being invited.

A quality invitation is also important because it creates a perception of the type of event you will offer. If you send out shoddy invitations that look to have been hastily prepared, your clients will anticipate that the event will be the same way -- and they will not bother to attend, nor will they bring friends or family members. If, on the other hand, they receive a personalized invitation, carefully laid out, professionally printed on quality cardstock of an appealing color, they will know that you tend to put care and attention into all you do. They will therefore be predisposed to attending the event.



When someone receives an invitation in the mail, they tend to open it right away, because they know that it is something personal and exciting -- something outside the usual everyday bevy of bills and marketing mail. Therefore, you should use an invitation-sized card rather than a letter. It's best that all the addresses are handwritten on the envelopes, and that you use a real postage stamp. Go the extra mile to make your invitation stand out!

A Word About Email Invitations

When it comes to high end client appreciation or life-style events, they do not create a positive first impression and simply cannot convey the importance of your event. The invitation will be sitting in their inbox with a myriad of other emails and may get forgotten. There is nothing special about an email.

Include a Ticket

Inside your invitation, include 'tickets' for the event, much like you would receive from a sporting event with the name, date and place. If you are sending it to a couple, include four tickets. This will let them know they are welcome to bring guests to share the event with. Not only will they have the opportunity to bring some close friends or family, it also increases the perceived 'value' of the event. It is a fantastic, low-key way to be introduced to the family & friends of your absolute best clients.

More on this tip on the resource called [Event Tickets](#).