

## What information do you put on your yearly promotional office calendars?

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Hello firm:

For the first time, I am trying to send out calendars to my clients and referral network. For those of you who have done this type of marketing, what information do you have printed on the calendar? Just the logo? Logo with contact information? Logo, contact information, and practice areas?

Thanks for your assistance.

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Full contact information, similar to a signature block.

Shell Bleiweiss, Illinois

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Are you confident that a significant percentage of your client base actually uses paper calendars? After all, the purpose of sending out something like that is to have your name in front of your clients/contacts for the whole year.

I received a calendar already from one of my insurance agents. First of all, it was the horrid kind that stands up on your desk and has a dark brown backing/frame. Very 1971 or so. Directly into the circular file. Even nicer, pocket-sized ones with pleather covers get tossed because I just don't use them.

A few years ago, after January 1, I sent out assorted chocolate-dipped fortune cookies with custom fortunes in red Chinese food boxes. One of the five fortunes was along the lines of "I'm lucky to have great clients like you"; another was "Best of luck in the new year." Those got a great response. True, they cost more to buy and mail than calendars would, and I didn't send them out to my entire contact list....

Lisa Solomon, New York

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What about refrigerator magnets instead? I use all the magnets I get from local businesses. I love having them on my fridge because if I need to call the doctor or a plumber, the number is on their magnet. If I ever do promotional items, it'll probably be magnets.

Sarah Weimer, Colorado-

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## SoloSez Popular Threads, December 2013

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Magnets don't stick to stainless.

Craig McLaughlin, California

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I have a stainless steel refrigerator and the magnets stick to it. Hmm...

Sarah Weimer

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That may be tricky for the original poster's practice because he does personal injury, immigration, and no-fault family law. A client who has hired him for a family law matter won't necessarily want to be reminded of the matter once it's closed. Also, I can imagine that those clients might not want to have that information on their fridge, where houseguests might see it.

Lisa Solomon

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To be accurate, magnets will stick to some stainless steel. However, the most common stainless steels are 'austenitic' - these have a higher chromium content and nickel is also added. It is the nickel which modifies the physical structure of the steel and makes it non-magnetic. Try picking up a nickel with a magnet.

Craig McLaughlin

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Oh, that's an excellent point. I hadn't thought of that. Never mind my suggestion then!

Sarah Weimer

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Very interesting. I did not know that. I learn something new every day thanks to Solosez!

Sarah Weimer

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## SoloSez Popular Threads, December 2013

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I get a lot of business from my refrigerator magnets because when the next of kin come into the apartment after their parent dies they see my name right on the refrigerator. No need to search for the will or figure out who to call: this must have been mom's lawyer.

Rick Bryan, New York

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I am a Realtor and Attorney so I see a lot of magnets on people's fridges when I show homes. Some magnets that they got off of the yellow pages believe it or not. Houseofmagnets.com I know they have a great assortment. Just need one car accident and it all pays off. The magnets are like 40 dollars for a box of 100. Even a 8th of a car accident. Even chocolates are great. They have some cute chocolates for under 20 dollars that come in a very nice box.

<http://www.richart-chocolates.com/chocolates/chocolates>

I usually send out my most personable, chatty, assistant and drop off champagne or movie tickets at the office of wherever our client's work. The employment is better than the home, because then they can tell their coworkers, oh my attorney is so great or in my case Realtor and attorney.... My assistants are supposed to small talk and remind the clients of the practice areas that we do and ask them if they need anything to call us and keep us in mind. Last year we spent 2k but got about 30k in business within 2 months. No clue how much we got from the rest of the year.

If you need a designer my guy is great he charges about 100 dollars to design mailers or flyers or the business card for your calendar.  
Natewren@gmail.com

Sandy Van, Nevada

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That's one of my problems. Another problem I have is that many of my clients are religious and thus would not want to have "divorce" on anything being promoted in their homes. But for now, I decided to go with the calendars and just put everything on my business cards and leave it as Personal Injury-Accidents, Immigration, Family law. If it works, I will keep it otherwise I will try something else next year, God willing.

Thanks for all the great suggestions, though.

Rod Alcidoni, Pennsylvania

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They stick to lower grade SS.

Joseph Dang, California

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Lisa,

Your client base, as I understand it, is other attorneys and professionals, whereas Rod's is probably not.

I also wouldn't discount calendars, but I think the type of calendar matters. I also don't use the calendar books, but I do use wall calendars (at least 1 in each office and conference room) and full year calendar magnets. Heck, I use almost daily a full year calendar magnet that is stuck to the filing cabinet next to my desk. It is much easier to just glance over at that calendar to see what day of the week 3 months from a certain date (or 2 weeks, etc.) is than to page through an electronic calendar. I also see lots of calendar cards in the checkbooks and wallets of older adult clients.

It is rare that I have to go to the home of a client or decedent, but when I have there has always been a calendar of some sort on the fridge. Sometimes it is a wall calendar put up with magnets, sometimes it is a calendar magnet (or two or three).

Cynthia V. Hall, Florida

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