

Gifts for Clients

Hello,

Most of my practice is family law (custody, mainly..but, other stuff, too). Needless to say, my time with my clients isn't always happy (although, they all [with one exception] love me). At the end of the year, I was going to send Law Office Christmas Cards and a small gift to my clients. Is this tacky coming from a Family Law practitioner? I'm afraid the message is:

“Hey, remember me? I just wanted to remind you of that shit show you went through awhile back. Merry Christmas!”

Any suggestions on Xmas cards and gifts??

Thanks

I'm glad I'm not the only one who probably shudders when hearing from the Divorce Marketing Group.

I'm sure my clients have a daily reminder of their battles. Either they have frequent contact with their kids or they don't.

Personally I just wait silently and hope I'm not needed in the future,

John Davidson, Pennsylvania

I don't send my clients a gift. Most of them don't want to get a gift from me when they had a hard time paying for the divorce/family court matter. I did however get invited to the second wedding of a client and asked her if she wanted me to write off her balance as a wedding gift, and she was thrilled - it was about what I would have given anyway.

Deborah Kaminetzky, New York

Not a family lawyer, so can't speak to that, but I started giving a sizable donation to a local charity in the name of all my clients a couple years ago and sending an E-Card to

thank them for choosing me. I have been amazed at the positive feedback I have gotten. Never got any feedback from the paper cards I spent a fortune on.

Nanci Bockelie, Utah

I'm a family law attorney and I've sent holiday cards to former/current/potential clients for the last 2 years, but no gifts. I agree that a gift probably wouldn't be appreciated since they know how much they had to pay for our services. I could see some clients viewing the card as marketing (which it is) and being annoyed, but I've never had negative feedback. I have gotten a small amount of business as a result, and several nice notes back.

Betsy Ehlen, Illinois

I give lots of gifts. My rainmakers -clients or referral sources who send me many referrals get special gifts besides the card, pens and calendars. Whenever I travel overseas and I do at least once a year- I pick up gifts for my rainmakers. The gifts from overseas are very well appreciated. The rainmakers look forward to them every year. I have gifts from Spain this year for my rainmakers. My calendars are in front of my clients 365 days a year and thus I am not hard to locate when they need my services or want to refer a relative or friend to me.

Joseph Hughes

Thank you very much for the guidance. The "gift" was planned to be just a small coaster with a vintage icon of the town where I practice...nothing too extravagant or expensive. Maybe I will just send the cards and save the gifts for colleagues.

Thanks!

Deborah L. Reece, California