

The Michelli Experience

Vol #18
September 2011

Think of a few specific customers who are extremely important to the success of your business. Now imagine receiving a call or email from them suggesting they are taking their business elsewhere. YIKES!

When was the last time you reached out to these customers (not to sell them something) just to connect and offer appreciation?

Given that more than 7 billion pieces of mail are sent annually in the US (up to 75% of which is thrown away unopened) and given that most people receive around 75 emails a day (a reason we've been limiting our contact with you to quarterly newsletters), it's difficult to say thank you in a way that cuts through the clutter.

Unlike other forms of written communication, handwritten notes have a 98% likely of being read (according to those who track such things). So why don't you take a moment to jot off a three line note to the customers that initially came to mind. That 45 second investment could pay huge interpersonal and business dividends.

News and Resources

An Appreciation Gift for YOU!

My book *The Zappos Experience* will officially be in bookstore October 15th. Pre-launch, McGraw-Hill has made two chapters available for your advance review. To take a peek, click here: [Download](#)

Also here's a link for ordering [The Zappos Experience](#)

We Enter the World of Facebook - Finally!

You can find our [The Michelli Experience](#) and [The Zappos Experience](#) pages on Facebook and I will be selecting 5 people who "like" those pages to receive signed copies of *The Zappos Experience*.

Next Newsletter

Thanks for allowing me to drop-in your email box and for your continued support.
I'll visit again in 3 months. Until then, SEND THOSE HANDWRITTEN CARDS!

In your service,

Joseph