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## LEGAL MARKETING

### Your COVID Holiday Shopping List for Clients and Referral Sources

BY STACY WEST CLARK

*Special to the Legal*

One of the biggest questions I am asked during a regular holiday season is “what should I give as a gift to my key clients and major referral sources?” The answer to this question is decidedly, but not markedly, different this COVID holiday.

In my mind, the best gift has two ingredients: first, it shows tremendous thought and personalization (it shows you know your giftee and have really listened to them when they discussed their life outside and inside of the office and thought about what makes them tick). Second, it has “legs.” “Legs” means that the giftee will see it more than once and think of you in the months ahead and even years.

Before you look at my list, please know that I have no interest in any of these companies—nor are they giving me a rebate or anything at all! These are just great ideas in my opinion at all different price points!

**1. Magazine subscriptions that are discounted and hone in on a personal interest of your giftees.**

- Easy—go to Barnes & Noble or any drugstore and pick out a magazine



**STACY WEST CLARK**

*has been successfully helping Delaware Valley lawyers and law firms expand their practices and substantially grow revenues for over 25 years. She is a former attorney with Morgan, Lewis & Bockius and was the firm's*

*first global marketing director in the 1980s and 1990s. Visit [www.stacyclarkmarketing.com](http://www.stacyclarkmarketing.com).*

and find the coupon inside for a huge discount on a yearly subscription and complete it with your giftee's address, add a check, send it in and voila! Wrap up one issue of the magazine with a gorgeous ribbon or wrapping paper and write a personal note and attach it to the gorgeous ribbon.

- Other sources: DiscountMags.com; Magazine Store: [www.magazine.store](http://www.magazine.store).

**2. High-end.**

- \$300 Apple AirPods.
- Self-cleaning water bottles (Ipromo).
- A Tiffany pen; or a beautiful silver-plated picture frame from Neimans, Bloomingdales or Nordstroms. (A happy addition for a new home office.)

**3. All price ranges.**

- Make a gift to the client's favorite charity in their name. You may have to have a conversation about what that charity is with them.

- Membership to a museum, any of Philadelphia's museums need you now—including the Please Touch Museum. See i.e., [www.pleasetouch-museum.org/join-renew](http://www.pleasetouch-museum.org/join-renew).

- A gift card for dinner(s) to be delivered home during COVID (check out delivery services like Caviar, DoorDash, Grubhub etc.) One example: [www.grubhub.com/giftcards](http://www.grubhub.com/giftcards).

- Tile—purchase it and get the app for lost phone, keys or wallets: <https://www.thetileapp.com>.

- Bite-sized cupcakes: <https://www.bakedbymelissa.com>.

- The best popcorn I have ever had that is all natural and less than 150 calories a bag. Go to [popcornworks.com](http://popcornworks.com)—(You can get 24 one-ounce bags for less than \$30.).

- Plants—especially small to medium-sized ones.

- Cozy slippers that are unisex. As the Wall Street Journal said Nov. 21 in its gift guide (see for even more ideas), we have all earned “Ph.D.s in lounging around” and the Sasawashi Wool Room boot is described as the “ultimate slipper—cool but cozy.” See [norden-goods.com](http://norden-goods.com).

**4. Virtual.**

- Home entertaining packages that include games, movies and

cookie-decorating kits (some listed below).

- Wine tasting replete with Sommelier and wine delivered to the giftee's address.

- "Preciate Social"—(packages for virtual parties for three months: <https://join.preciate.com>).

- "Roxube" (online culinary school) <https://rouxbe.com>.

- Masterclass subscription: You can get a subscription to be taught or entertained by some of the greats in sports, cooking, design, games and industry, among others—all virtual classes taught by celebrities and leaders in their fields. Example: Cooking with Gordon Ramsey, tennis by Serena Williams, talks by Bob Woodward, Jodie Foster, and so many more.

**5. Other experiential gifts.** (A thank you to members of various law firms' in-house marketing team members for some of these ideas.)

The following are hosted classes (for which you could send matching fun gifts), some are DIY (do it yourself) kits, some are hosted activities where you could send out little presents to giftees and host the actual meetups.

- Terrarium making kit—Plant Night, [www.etsy.com/market/diy\\_terrarium\\_kit](http://www.etsy.com/market/diy_terrarium_kit).

- Candle making kit or chocolate making kits, [www.etsy.com](http://www.etsy.com).

- Cooking class—charcuterie board, "date night," worldwide cuisine, etc.

- Paint night—get an instructor, [www.paintingtogh.com](http://www.paintingtogh.com).

- Murder mystery night, <https://try.outbackteambuilding.com/virtual-clue-murder-mystery-team-building> (50% off).

- Food and beverage pairing class: Beer and cheese: [www.citybrewtours.com](http://www.citybrewtours.com).

- Coffee sampler and baked goods: [www.wolfermans.com/w/holidays-occasions/breakfast-brunch](http://www.wolfermans.com/w/holidays-occasions/breakfast-brunch).

- The greatest USA-made ice cream that can be purchased in pints or quarts: Graeters of Cincinnati Ohio: [www.goldbelly.com/graeters](http://www.goldbelly.com/graeters).

- Tea vs. Coffee: Live Virtual Coffee + Tea Tasting Class: <https://tea-vs-coffee.com>.

- Yoga: virtual class, [www.glo.com/yoga-online](http://www.glo.com/yoga-online).

- Tiny Campfire: they send s'mores kits and host "fireside chats," <https://tinycampfire.com>.

- Storytelling class: <https://museumhack.com/storytelling-workshops/online>.

- Themed backgrounds for Zoom: <https://www.hellobackgrounds.com>.

**6. Remember their kids (even if they are in high school or college).**

One of my favorite gifts as a kid was from an executive at the Bazooka Bubble Gum company. At every holiday party

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my parents held—from the time I was 7 and up—this executive would—without fail each year—come to our apartment laden with amazing Bazooka bubble gum boxes for me. I mention that now as a parting important note—remember the little kids of key people in your life. If you do, you will create fans of both the parent and child.

Some ideas include: a \$25 gift card to Five Below (young kids see this as a treasure of a store and love the idea they can get five things); something that reflects a passion of theirs (one neighbor's college-aged daughter loves hiking, so I got her a hiking "emergency kit" from an outdoor adventure store; a gift certificate to their neighborhood locally owned book store (I did not say huge chain)—and a succulent plant for their dorm room that they "can't kill."

When in doubt, contact me and we can brainstorm together.

\*7. Yes you have to do this!

It goes without saying that for every gift you receive—and yes, I mean every, you should write a handwritten thoughtful thank you note. Every possible effort should be made to get their mail address (not their email address, which is one of a last resort) and send them a real expression of thanks. Recipients do not forget truly thoughtful ones.

Remember this—the more thoughtful and personal the gift (and I don't mean it is personal because you slapped the giftee's initials on it), the more likely that your effort will be an excellent client development/relations activity that will reap you goodwill, friendship and legal work in the years to come. •