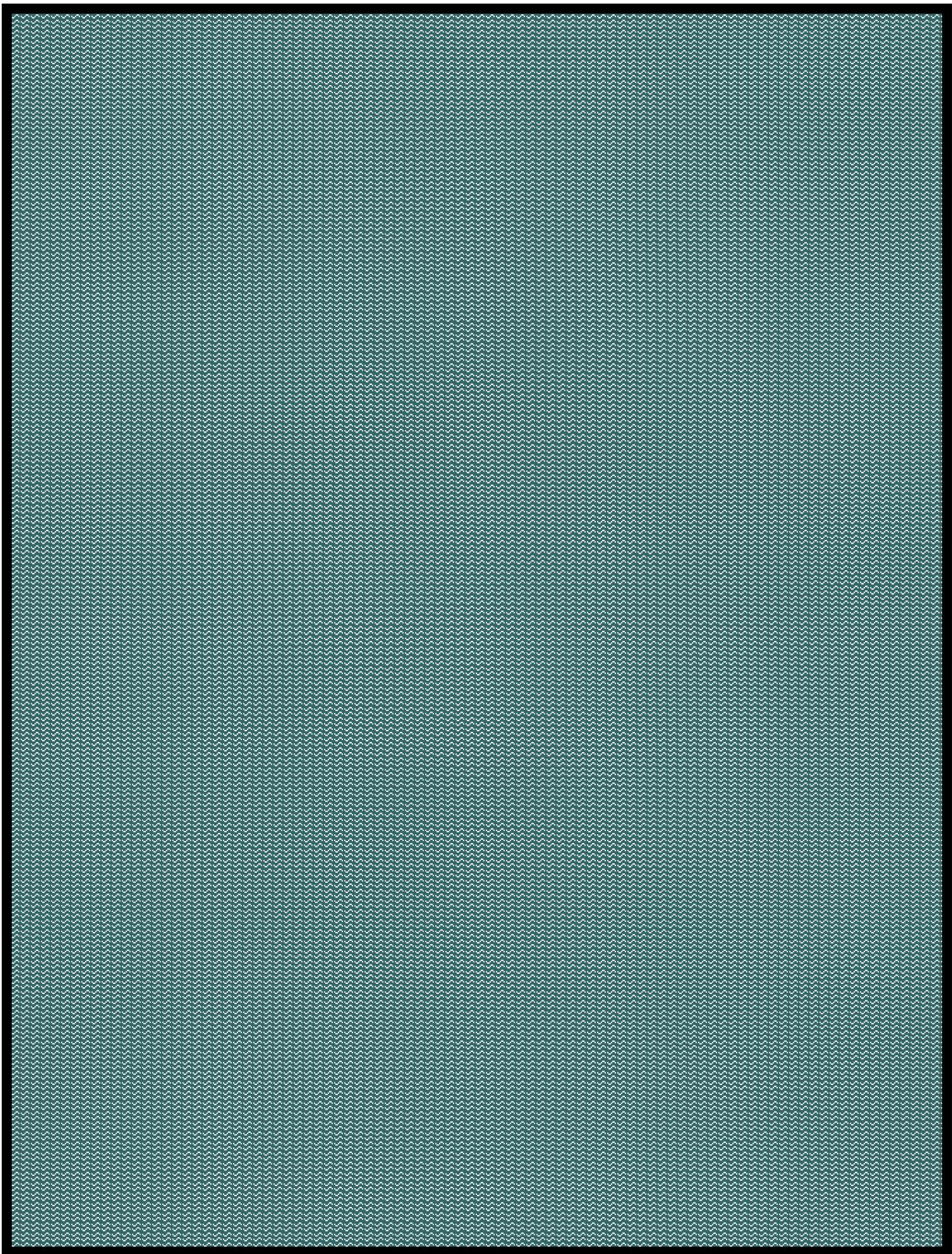


# 5QES Handwritten System

Mike Kaselnak  
Founder of 5Q Group



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## The Handwritten Note is Unique

It is the one piece of mail that...

- Gets looked at 100% of the time—who takes the time to handwrite a note?
- Creates curiosity to what the message says—what is it they took the time to write about?
- Has the added gravitas of time added to it—this person took the time to write me a note! How often do people think that with other types of communication?
- Most importantly, it says you care.



I used to write 200 handwritten notes a month to my clients and prospects. Every Tuesday night after my wife, Michelle, had gone to bed, I'd grab a drink and a handful of cards. I'd then spend the next hour writing 50 handwritten messages... over the month I'd average about 200.

What about? Everything. One Tuesday was dedicated to birthdays and client anniversaries. Another Tuesday checking in with prospects with a brief idea. Another Tuesday might be a note about some upcoming holiday. Another Tuesday might be a thank you for being a client or attending events...

It was always different. My clients and prospects all received 3 to 4 handwritten notes and cards a year from me. What did I accomplish? The year I did it, I made \$967,000. Now granted, I did a lot of things that year, so I can't credit it all to these notes... but I will tell you, of all the things I did... the thing people most commented on most, was the handwritten notes... by far.

## **And that \$967,000 was BEFORE the Enhancement I'm Going to Tell You About in a Minute!**

If you are not sending out handwritten notes on a regular basis, you are missing the boat.

Here're some examples of reasons I sent out handwritten notes:

1. Every client anniversary with my firm
2. Every birthday I could find...prospect and client
3. Thank you for attending
4. Thank you for a referral
5. Thinking about you
6. Saw this idea and thought about you
7. Saw you in the paper, here's a clipping
8. Happy Thanksgiving, 4<sup>th</sup> of July and Easter

9. Have a safe Memorial Day and Labor Day Weekend
10. Merry Christmas
11. Happy Hanukkah
12. Funny riddle or joke I heard—I usually tied these to a holiday like Halloween or St. Patrick’s day
13. Handwritten note on top of a copy of an article
14. Handwritten note on account summaries
15. Congratulations on an achievement or milestone
16. Happy Retirement
17. And all sorts of fun and crazy cards

Why does this work? Nothing says you care more than a handwritten note... I mean it! Be honest here. When was the last time you wrote a note to even your wife or mother? I’m not talking about a simple phrase and your signature... I’m talking about a well-expressed thought.

**“People Know How Smart We Are...  
They Just Don’t Know If We Care About Them”**

And more than anything, studies have shown that client will pick an advisor who demonstrates he cares, over an advisor who shows how smart they are.

## **Turn Ink Into Gold With This Little Twist**

If you utilize your 5Q Elevator Statement (5QES) with the handwritten notes, you will be integrating your sales message in a non-obtrusive way, every time you send them a note showing that you care.

I had not yet developed the 5QES process when I was sending out 200 notes a month. I know that if I would have integrated an effective 5QES (which I could have effectively done for no cost, since it would simply have been put on things I was already sending out), I would have seen a lot more business because of it.

The advisors I have coached since that time, that have integrated their 5QES with their handwritten notes—(though none have been as prolific as I was with 200 a month) have all seen excellent business come from it. One advisor let me know that he can trace back 12 new clients to the use of his 5QES in conjunction with his handwritten notes.

Here are some ideas of how you would integrate your 5QES with your handwritten notes:

- Put your 5QES on the back of your company envelopes
  - Use for articles, statement summaries and such
- Put your 5QES under your contact information on postcards
- Put your 5QES on the back of note cards with your company logo on the front

- Use note cards with your business logo on the front for everything from birthdays to “minor” holiday wishes

## Summary

In life, we sometimes find the simplest solution is the best solution.

- If you are looking to receive referrals from your clients...this is the simplest solution.
- If you are looking to convert prospects into clients...this is the simplest solution.
- If you are looking to gain trust and friendship with Centers of Influence...this is the simplest solution.

All of these things can add up to new clients, new money and a new professional appearance to the public.

*If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.*

*If you would like information on this or other proven business builders, please contact our 5Q Specialist Team at: Email: [support@5qgroup.com](mailto:support@5qgroup.com) | Phone: 1-877-941-9710*

