

# THE GREAT GREETING MAKER™ CHECKLIST

Use *The Great Greeting Maker™* checklist to find out what you need to get started on your next greeting or promotion.

- Have you put together a seasonal greeting or promotion in the past?*  
Let us build on your experience to create a superb greeting clients will rave about.
- Do you have an up-to-date client or customer database?*  
A database helps organize contact information of valued clients or customers. By keeping your database current you can connect with your clients and keep them informed.
- Do you have a designated staff member or team to help co-ordinate a seasonal greeting?*  
A designated staff member or team will help manage the project, meet established timelines and communicate critical project details to ensure its success.
- Do you have a specific deadline to deliver your greeting?*  
A specified delivery date helps establish realistic timelines for each task involved in the project. It helps everyone involved be organized and focused for successfully meeting the deadline.
- Is a physical greeting or promotion suitable for your clients or customers?*  
The results of our annual Great Greeting Survey show a physical greeting is better for making a personal connection than an electronic greeting. Now you can translate your physical greeting into an electronic greeting to distribute via email.
- Do you have suitable artwork files of your corporate identity or logo?*  
For a quality impression, corporate identity artwork is required in a high-resolution format. Suitable artwork files include those in Adobe Illustrator format, with an “ai” or “eps” extension.



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Deliver a stress-free and stunning greeting to your clients and customers on time and budget. Book a complimentary consultation and find out how Impagination can help you get started.

Email us at [info@impaginationinc.com](mailto:info@impaginationinc.com) or call 416-538-3330.