

# **101** *UNIQUE GIFT* *IDEAS FOR CLIENTS*

Easy and Extraordinary Ways To  
Show Your Gratitude & Appreciation



**By Daryl Logullo**

101  
UNIQUE  
GIFT  
IDEAS FOR  
CLIENTS

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## ***A MESSAGE FROM THE AUTHOR***

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**W**hether you're a shop-aholic who loves to shop 'til you drop or you're really just a scrooge who avoids the malls (virtual and otherwise), now's the time for all business savvy professionals to open their wallets and spread some cheer among their clients.

Now, some of you might be thinking: "What's the point in spending my hard-earned cash on my clients? Besides, it's not like a gift will make my clients change their minds about whether or not to continue using my services."

Hold on a minute. It's time to change your thinking and become more generous by giving gifts to your clients -- or at least your best clients.

You've heard the saying, "'Tis better to give than receive." However, I say, when you give, you're bound to receive something in return. No, you won't necessarily receive a gift in return. However, an end-of-the-year client gift serves as just another step in ensuring a continued business relationship, and even generating new business.

How can a simple gift have the power to do all that? Holiday gift-giving, for example, offers an excellent excuse to keep your name on your clients' minds and work your way into their conversations with others. So don't miss out on this valuable opportunity to keep in touch with your clients. In addition, end-of-year gifts generate lots of good will, while also creating reasons for your clients to think and talk about you in a very positive way.

For example, your gift will no doubt lead to such conversation starters as: "Hey, Joe, where'd you get these delicious cookies and beautiful gift basket from?" or "Wow, Susan, that's a beautiful painting, who gave you that?" And, when your clients answer, "The professional I have helping me gave that to me," your name has just entered a conversation that you're not even participating in. Now that certainly increases the value of the gift you sent!

Even more importantly, you've been the one to benefit from your loyal clients who have used your services, and even sent you more business via referrals, throughout the year. What better, more appropriate way for you to show your sincere appreciation and send the message to your clients that says, "I've appreciated your business all year long, and I look forward to continuing our business relationship in the New Year," than with an end-of-the-year gift?

No doubt there are more than 101 gift ideas today! Knowing that your clients will receive lots of other gifts this year, I've done my best to balance creativity with practicality, to help ensure that your gift will stand out from the others and will also be appreciated. I have also tried to keep most of the gifts under \$100, as to respect certain industries' rules and compliance restrictions pertaining to client gift-giving. Again, use your discretion.

So let's get started, as I provide you with some ideas that can help you choose the perfect gift that will say, "Thank You" in a unique way. Just remember to include a handwritten thank-you note with each gift, for that personal touch.

Many of these gifts are available online and I have included links. When ordering gifts online, be sure to include a personalized thank-you card addressed to your client.



Daryl Logullo  
Vero Beach, Fla.

## FOR YOUR GARDEN-LOVING CLIENTS

1. [Rose bush](#) named after your client.
2. Leather-bound gardener's journal.
3. Gardener's rescue kit: include hand lotions and potions.
4. [Gardening supplies basket](#): purchase a seed storage tin /basket and fill it with hand lotions, [seed packets](#), [accessories](#), etc.
5. Mini-[greenhouse plus seeds](#) for growing a kitchen herb garden indoors.
6. [Live plants](#), such as cactus, dwarf olive trees, amaryllis, orchids, poinsettia, etc.
7. Indoor [garden care set](#). Include watering cans, plant/flower food, plant spritzer, etc.
8. Seasonal, [fresh flower arrangement](#) sent to home or office.
9. Christmas tree, delivered fully decorated, including lights.
10. A small [potted fruit tree](#), such as apple or orange, suitable for planting in your client's yard. (Be sure it's appropriate for your client's geographic area.)
11. Ultimate gin-and-tonic kit, including a live lemon plant with growing instructions, plus a bottle of gin and a bottle of tonic water.

## FOR YOUR GLOBALLY-MINDED CLIENTS

12. Animal adopted in your client's name at [a local zoo](#) to help conservation efforts and research. Zoos usually provide literature that includes details about the adopted animal.
13. Wild animal adopted through the [World Wildlife Fund](#) (or other wildlife organization) in your client's name. Adoptions of \$50 and up include a plush likeness of the adopted animal for the gift recipient. Fed Ex shipping is available for adoptions of \$50 or more.
14. Gifts that grow. Make an online donation in your client's name through a charitable organization that will [help developing nations plant trees](#), irrigate farms, receive crop-growing kits, or provide training for farmers, etc. The charity will provide informational literature for the gift recipient.
15. Four-legged gifts (goats, donkeys, alpaca, and chickens) for developing nations, in your client's name, as well as veterinary supply kits to help provide for the animals' medical care.
16. Essential medicine for an entire village in a third-world country, made possible through a [donation in your client's name](#).
17. Safe drinking water for a village in a third world country, funded by a donation in your client's name.



*HYPERLINKS ARE PROVIDED FOR CONVENIENCE, AND TO ONLINE GIFT IDEAS AND/OR SEARCH DIRECTORIES.*



18. A plot of farming land donated in your client's name to a community in a third-world country, to help small farmers achieve self-sufficiency.
19. Fishing nets donated to a developing nation's farming community, in your client's name.
20. Training for a health care worker in a developing nation, funded by a [donation in your client's name](#).
21. [Training for a teacher](#) in an underdeveloped country, made possible through a donation in your client's name.

## **FOR YOUR SPORTS-LOVING AND ADVENTURE-SEEKING CLIENTS**



22. Go-karting gift certificate for your client to take his child to a local go-kart racetrack.
23. Game tickets with [great seats for your client](#) and his family or friends at a local sporting event they would enjoy.
24. [Shooting range gift](#) certificate for your client and a friend.
25. Airplane ride for two in an old-fashioned bi-plane for your client and a guest.
26. Helicopter ride over a [scenic spot](#), such as the city at night or the beach during the day, for your client and a guest.
27. Session with a personal trainer at a [local health club](#) or at your client's home or office.
28. One-month membership for two at a local health club.
29. Private golf or tennis lessons with a professional instructor at a local country club.
30. [Gift subscription](#) to a sports, adventure, or travel magazine that suits your client's interests.
31. [Hot-air balloon ride](#) for your client and his family or friends.
32. Off-road driving lesson.
33. Racecar driving session at a [local racetrack](#).
34. Driving experience in a high-end car, such as a Ferrari, etc.
35. Day of golfing at a local golf course or country club.
36. [One hour in a local recording studio](#) for your client's children to cut their own song to submit to "American Idol."
37. [White-water rafting](#) tickets for your client and his family.
38. Paint-balling gift certificate.
39. Day of sport fishing, with all fishing gear and bait provided, on a fishing boat available through [a nearby marina](#).
40. Day (or afternoon or sunset) cruise on a nearby river or ocean.
41. Snorkeling or scuba diving trip or glass-bottom boat ride.
42. [Sports-themed basket](#), filled with equipment and accessories (such as golf balls, tennis balls, gloves, hat/visor, umbrella, lures, etc.) for your client's favorite sport.

## FOR YOUR PAMPERED CLIENTS

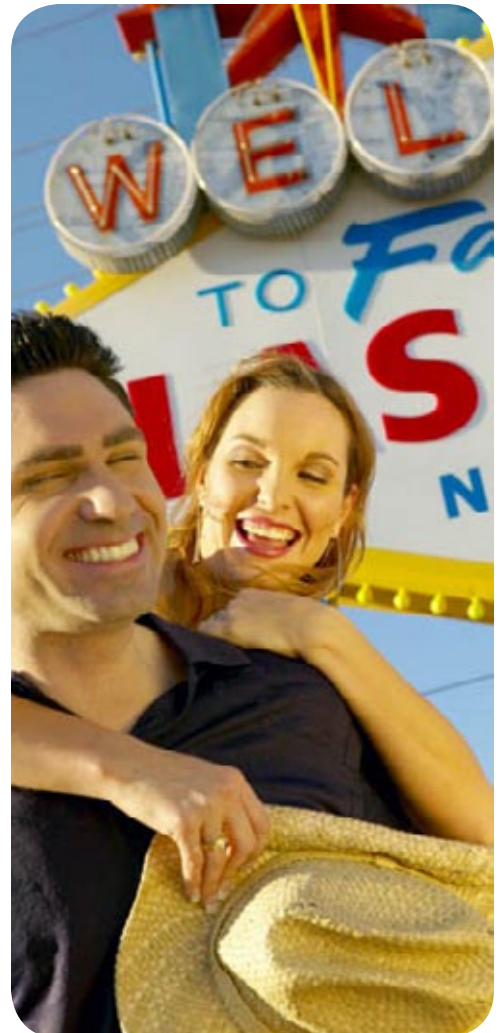
43. Gift certificate to a men's or women's salon.
44. Luxury [personal grooming set](#) that includes high-quality tools essential for shaving, hair care, manicure, and other grooming needs.
45. Day at the spa.
46. Facial.
47. Manicure and/or pedicure.
48. Makeover consultation or haircut and style with a stylist at [a local salon](#).
49. Luxurious [Pashmina cashmere scarf](#).
50. Boxed [set of cuff links](#) that match your client's tastes.
51. High-end [fountain pen set](#) (possibly engraved with your client's initials).
52. Leather [jewelry box](#).

## FOR YOUR TRAVELING CLIENTS

53. Luggage set with [personalized ID tags](#).
54. Leather [travel wallet monogrammed](#) with your client's initials.
55. Small tool or [emergency kit](#), sized to fit under the car seat, in the glove compartment, in a briefcase, or in the kitchen drawer. (Some tool kits are even customized with feminine colors for women.)

## FOR YOUR STRESSED-OUT CLIENTS

56. Meditation or yoga class.
57. Relaxation kit. Fill a basket or box with [candles](#), [aromatherapy oils](#), [soft towels](#), relaxation CD (such as classical music or nature sounds), etc.
58. [Zen garden kit](#).
59. Massage gift certificate from a local spa.
60. Reflexology gift certificate.
61. Bonsai tree with a [how-to book and tools](#).
62. [Pampering kit](#): include a selection of high-end toiletries (such as cream, lotion, powder, soap, shower gel, etc.) for him or her, in a nice gift box. Find out their favorite scent.
63. Aromatherapy room diffuser and an assortment of [relaxing essential oils](#).





## FOR YOUR ARTSY CLIENTS

64. Theater tickets for your client and a guest.
65. A night at the Opera.
66. Museum membership in your client's name.
67. Invitation to a private viewing or art exhibition opening.
68. A night at the movies. Include [movie tickets and gift certificates](#) for popcorn and drinks for your client and his family.
69. Private screening of your client's favorite movie in a local screening room or theater.
70. Concert tickets.
71. [Framed memorabilia](#), art print, photograph, or painting.
72. Paint Your Own Cow Parade Cow, which gives your client the opportunity to create his own contribution to the international Cow Parade exhibition.
73. [Framed vinyl LP](#) of your client's favorite record/album.
74. Local artist's rendering of your client's home, office, family, children, etc. (The artist can use a photograph to develop the artwork.)
75. Coffee table book, featuring your client's favorite artist, photographer, or [musician](#).



## FOR YOUR FOOD AND WINE CONNOISSEUR CLIENTS

76. Case of your client's favorite [type of wine](#).
77. Bottle or case of [vintage champagne](#), possibly with a personalized label.
78. Afternoon at a [local vineyard or winery](#) for your client and a guest.
79. Invitation to an evening of wine tasting.
80. Invitation to a cooking demonstration followed by dinner for two, for your client and a guest.
81. Restaurant gift certificate for dinner for two at a nice restaurant.
82. Basket of goodies. Fill a basket with items tied into a theme that suits your [client's taste buds](#), such as breakfast, picnic, [coffee](#), tea, chocolate/candy, cookies, champagne, [wine and cheese, fruit](#), etc. (Keep in mind any dietary needs, such as sugar-free or low-carb.)
83. Cooking class at a community college or cooking school.
84. Dinner party catered in your client's home for a small group of their friends. Have a chef prepare a full dinner, with the menu and date/time determined by your client.
85. Membership to a [wine](#) or food club in your client's name.

86. Rows of vines at a vineyard, leased in your client's name, with information about the [vineyard](#) and yearly bottle yield.
87. [Cookbook](#) featuring your client's favorite chef, style of cooking, or holiday foods.

### FOR YOUR FUN-LOVING CLIENTS

88. [Magic 8 Ball](#) or Decision Dice.
89. [Star](#) named after your client.
90. Original copy of the [daily newspaper](#) from the day and the city your client was born.
91. An [acre of land](#) on the Moon, Mars, or Venus.
92. Customized monopoly board game – "[Make Your Own Opoly](#)."
93. Book on one of your client's [favorite topics of interest](#) (possibly autographed by the author).

### FOR YOUR TECH-SAVVY CLIENTS

94. USB-powered rocket launcher.
95. [Digital photo frame](#) (or an engraved silver or wood photo frame).
96. [USB](#)-powered coffee mug warmer.
97. USB-powered cell phone charger.
98. USB-powered personal fan.
99. Solar-powered [i-pod charger](#).
100. MP3 player and/or [i-tunes gift certificate](#).
101. Gift certificate to your client's [favorite electronics](#) or computer store.

