

**90+
IDEAS**

SUPER GIFTING IDEAS to WOW Every Client

A FREE guide filled with tips and suggestions
that will help you create a WOW experience for
all the SUPER people in your life!

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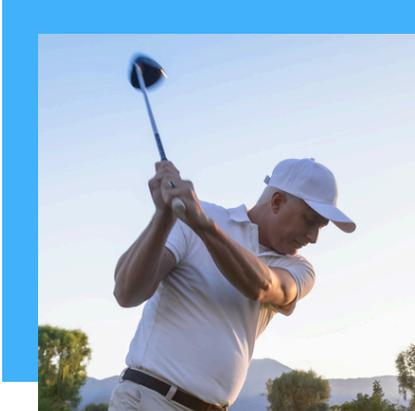


“Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness you are able to give.”

- ELEANOR ROOSEVELT

Gifting **DOs** and **DON'Ts**

Before you pick out a gift for your customer or loved one, read through my best practices that will help you create a **WOW experience** and elevate your relationships.



DO Think Outside The Office

Your recipient exists outside of their relationship with you. Incorporate their hobbies, interests, and passions outside of work. What do they love doing most? How can you honor that hobby?



DO Make It A Family Affair

Don't just show your appreciation to clients. Spread the love with their families. It's not only good manners to acknowledge these supporting players, but also good business. A gift for a child goes a LONG way!



DO Make It On-Brand

To create a lasting impact, try to find a gift that connects your story with your recipient's story. For example, a Realtor who loves puzzles can make a custom puzzle of their client's new home.

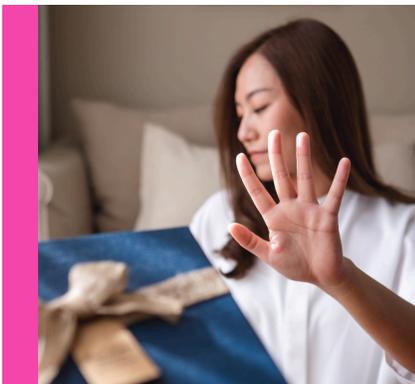
Gifting DOs and **DON'Ts**

Below are common **gifting faux pas** I've seen over and over again. By avoiding the mistakes that follow, you'll elevate your gifting game and maximize the return on investment.



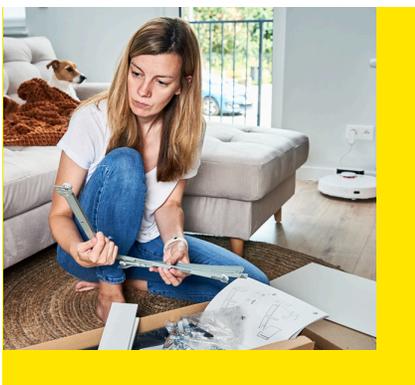
DON'T Put Your Name on it

If it has your logo on it, it's an ad, not a gift. If you were giving a friend a pair of shoes, would you write your name on the sole so they would remember who they were from? Of course not! It's about them, not you.



DON'T Make it a Bribe

Never expect anything in return for a gift. Once a gift is given, don't bring it up again. You don't get to hold on to the good-gift points for future credit. Gifts with an expectation attached should not be given.



DON'T Gift a Project

Last but not least, don't send anyone a gift that requires more than five minutes of assembly, unless it's a puzzle or a LEGO set or another gift where assembly is part of the fun.

Personalized Gifts

There's just something special about seeing your own name, initials, or photo on a gift—it instantly feels more meaningful. (The recipient's name, that is! *Not* the giver's logo.) With a little personalization, even a simple present becomes something memorable that your clients or loved ones will want to keep forever. Here are a few ideas (and links!) for personalized gifts that are sure to be enjoyed:

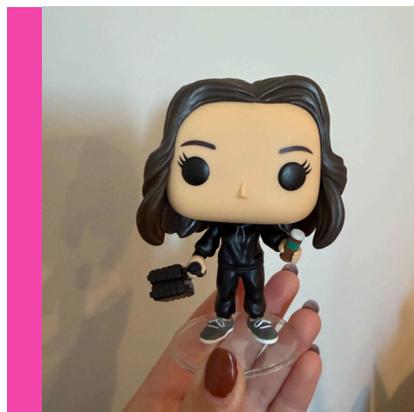
MY MOST GIFTED



POP! Yourself \$45

I've gifted dozens of POP! Yourself digital vouchers to clients and friends, and this fun idea is always a hit. Recipients can customize hair, clothes, and even accessories to make these fun mini-figures.

Pro Tip: you can buy multiple codes at once, but processing time can be slow. Plan ahead!



Personalized ON AMAZON



Baby Sweater \$16



Cutting Board \$25



Jewelry Case \$20



Coaster Set \$12



Personalized Map Puzzle \$45



Family Connect 4



Whiskey Ball Mold



Pickleball Paddle



Glass Pad



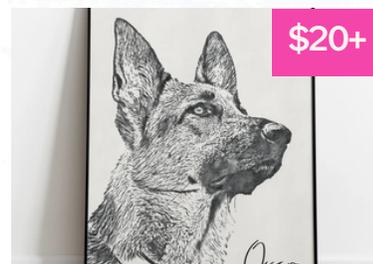
Badge Reel



Guest Book



Travel Bag



Pet Portrait



Custom Book



Picnic Table/Basket

Highlight Their Hobbies

If you've been diligently taking notes in your CRM about your clients, then you should have a good understanding of their hobbies and interests. Here are a few gift ideas based on some common categories. If you're still stuck, you can find a subscription box for almost anything. Find a full list on this [site](#).

SPORTS



\$34+

Clear Bag for Stadium



\$80

Leather Golf Ball Pouch



\$48

Stadium Candle

COOKING



\$150

Record Serving Tray



\$85

Personalized Grill Set



\$130+

Monogrammed Pan

OUTDOORS



\$158

Beach Umbrella Kit



\$300

Yeti Cooler



\$300

Birdbuddy

CRAFTING



\$54

Engraving Pen



\$20

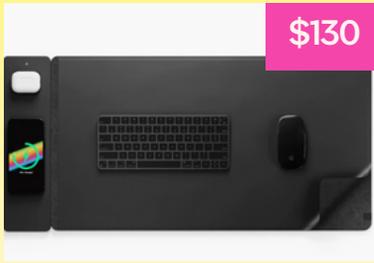
Engraved Needles



\$40

Storybook DIY Kit

TECH



Charging Desk Mat



Sparkling Water Maker



LeafyPod Planter

WELLNESS



Nécessaire Set



Water Bottle Bag



Hatch

TRAVEL



Weighted Eye Mask



In-Flight Bluetooth



Beis Work Tote

COFFEE



Single Origin Sugars

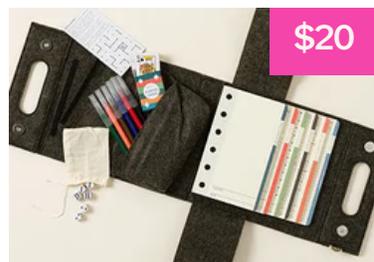


InstantPot Frother

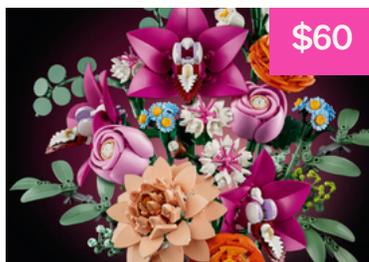


Cold Brew Maker

GAMES



Portable Game Set



LEGO Botanical Kit



Puzzle Mat

Anniversary & Closing Gifts

- Custom **key rings**
- Personalized **door mat**
- Personalized **acrylic wall calendar**
- Full fridge of their favorite foods - or full cabinet of things you need right when you move in, such as cleaning supplies, hand soap, toilet paper, scissors, paper plates, plastic utensils, etc.
- Pre-paid cleaning service
- Custom puzzle of the picture of the new house
- **Lego** set of a new house or other cherished location (where you had your first date?!)
- Personalized **guest book**
- Anniversary **journal**
- Dish towels with a **family recipe**
- Pet collar tag with new address
- Collectible historical **coins**
- Dinosaur **fossils**... really!!



- Personalized **citronella lantern**
- Professional family photoshoot: when the listing photos are getting taken, offer to take a few pictures of the family in the home so they can use it as a holiday card or framed picture in their new home. Go one step further and use that photo to make a puzzle or other personalized gift.
- Customized **ornament** with a first dance song or other special song
- Personalized **aprons** for the whole family, plus a custom **wooden spoon**
- Personalized **mailbox decals**
- Gift card to nearby nail salons, gyms, golf courses, or other businesses
- Personalized **napkin holder**
- Personalized **craft room sign** (or other room sign)

Elevate Ordinary Gifts

Even the most ordinary gift can feel special with a little customization. A small, personalized detail — even something as simple as an inside joke — transforms a gift from ordinary to unforgettable.



M Cacao Chocolates

Send your chocolates in a video box for a truly personal gift.



Easy Plant

Forget the regular plant and get a self-watering one from Easy Plant!



Vinyl Decal

You can easily personalize many items with a vinyl sticker.



Wine Label

Take a routine gift into something thoughtful with a custom wine label.



Photo Candle

Elevate a candle with a custom holder from stores like Yankee Candle.



Wrapping Paper

Use custom paper (like with a pet's face on it!) to ramp up the excitement for your gift.

Love On Their Loved Ones

Showing someone that you sincerely care about the people they care about is one of the quickest – and most effective – ways to build lasting relationships. Consider getting a gift that a couple or family can use together, or something special for the kids that will make their mom or dad look like the hero!

- Gift card to couple's favorite restaurant
- A class for making pet portraits
- Cooking class gift card
- Hire a private chef to come to the recipient's home
- Wine tasting
- Tickets to a concert or comedy show
- Movie theater tickets, or a subscription to a service like Disney+
- Passes to the local zoo, aquarium, carnival, etc.
- Put together a 'road trip kit' filled with easy games, snacks, and travel accessories for the whole family
- Custom blanket, food bowls, or other toys for their pet
- "Big brother" or "big sister" gift for the family welcoming a new baby



\$17

"Protected By" Onesie



\$365

Function Health



\$140

Indoor S'mores Kit



\$30

Gift A Country Kit



\$20

Custom Card Deck



\$41

Murder Mystery Kit

Last-Minute Gifts

If you're in a pinch and need a gift idea ASAP, I've got you covered! If you know a few details about your recipient (or can do some quick snooping on their social media accounts), you can get them a gift that will make an impact.

- Make a donation to their **favorite charity** on their behalf
- Know which **workout studio** your recipient loves? Pre-pay for the next bundle of 5-10 classes.
- A package for their **doggy daycare**, or a gift card to the groomer they go to. (You could even pair it with a cute dog toy!)
- If your friends use Care.com, surprise them by covering their next **babysitter**—bonus points if you pair it with a restaurant gift card for a date night.



- Who doesn't need their car cleaned? Treat your client to a **professional cleaning**—bonus points if it's mobile!
- Here's a family friendly activity: curate a basket of baking ingredients and a fun recipe—or swap in craft supplies with a link to a **DIY project**. It's easy to create, but feels so personal.
- When in doubt, check your notes for a small detail to weave into your card. A line like “Get a hot cocoa on me before Ben's next soccer game!” shows you're **paying attention** and elevates an otherwise generic gift.

Giftng Resources

Sugarwish

[Sugarwish](#) makes corporate gifting effortless by letting recipients choose their own gift from a curated selection — and you can fully brand the experience with your company's colors, logo, and messaging. They even offer pet-friendly options, so you can surprise your clients' (or colleagues') dogs, too.

Giftology

[Giftology](#) — founded by my late friend, John Ruhlin — is a premium relationship agency that helps companies strengthen connections through intentional, strategic gifting. They offer a full suite of services, including Gift Fulfillment, a done-for-you solution built around proven gifting best practices. If you want to dive deeper into the philosophy behind it all, John's book [Giftology](#) is a must-read.

Zazzle

Get free standard shipping with [Zazzle Plus](#) (\$19.95/year) or free premium shipping with Zazzle Plus Premium (\$49.95/year).

Uncommon Goods

Get free shipping on all orders with [Uncommon Perks](#) (\$19.99/year).

Pirate Ship

Get the best USPS and UPS [shipping rates](#).

Handwrytten

Send cards at scale in your [handwriting](#).

Books

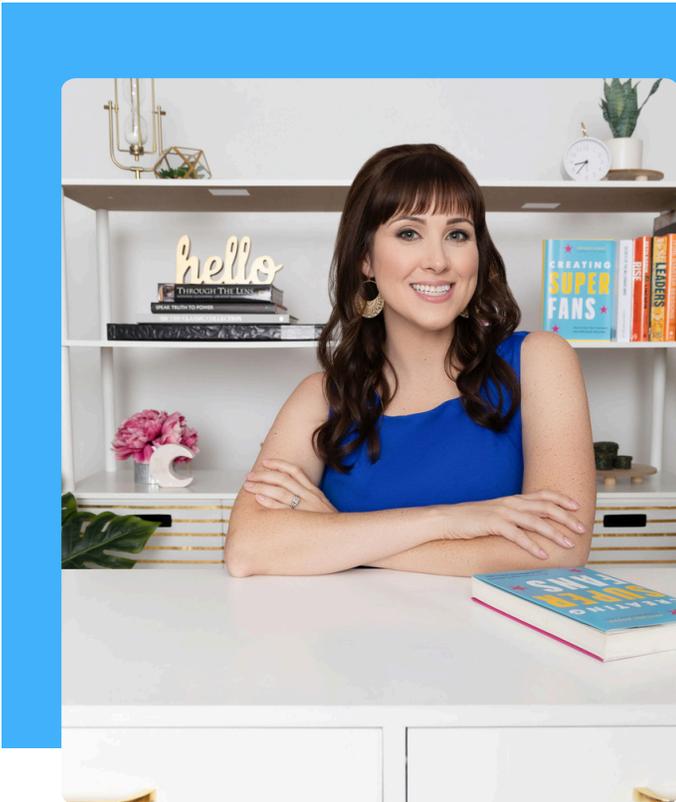
Check out [this list](#) of my favorite customer experience books. They all make great gifts!

One Final Suggestion

FOR THE ENTREPRENEURS

The Six Weeks to Superfans Masterclass

The Six Weeks to Superfans Masterclass is a step-by-step program that teaches entrepreneurs how to design remarkable customer experiences that drive referrals, reviews, and long-term loyalty. It's packed with videos, templates, and actionable exercises that make it easy to elevate every touchpoint in your business. If you're looking for a meaningful gift for the entrepreneur in your life, this course is both practical and transformative.



Learn More

or email Alix@brittanyhodak.com to set up your gift.