

# 5 EFFECTS CARDS CAN HAVE ON ITS RECIPIENTS

mscraftprincessdesigns.com

MsCraftprincess

Family  
Neighbors  
Colleagues  
Close Friends  
Service Providers  
Military Personnel



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An average of 6.5 billion greeting cards are purchased every year in the United States. But MsCraftprincess doesn't want you to deliver a disingenuous, mass produced card to your loved one! She designs handcrafted cards that can be personalized to fit the occasion.

Did you know that one simple act of sending a card stirs up all kinds of emotion in your recipient!



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## 1. *Let's Get Physical!*

Personal, physical cards create a greater emotional impact than a digital card. It signifies a touch between the sender and recipient. Feelings of connection emerge, along with memories of positive experiences with the sender.



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## 2. Boost Self-Esteem

When you send someone a card, you are boosting their self-esteem. You are also making them feel more socially connected and less alone. No one wants to feel lonely!



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### 3. Got Me Feeling Special

Your recipient knows you put time and effort into choosing the right card. Not to mention, it's handcrafted just for them! This will make the recipient feel worthwhile.



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### 4. We Have a Connection

When you send a card, it allows you (the sender) to touch the recipient's life and connect with them on an emotional level. This reinforces the bond between you and the recipient.



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### 5. *I appreciate you!*

We send cards for all occasions. But "thank you" cards are one of the biggest reasons for sending cards. And while you feel good for sending the card, you make the recipient feel appreciated and valued.



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# THANK YOU!

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I'm Brenda R. Coone, CEO & President, MsCraftprincess Designs LLC. I started making scrapbooks in 1993. Several years later, I took a cardmaking class and discovered that I really enjoyed making greeting cards. I can choose my own images and sentiments rather than accepting what is available in the marketplace.

In September 2019, I decided to start my own company and MsCraftprincess Designs LLC was born. Working with quality paper, adhesives, stamps, markers, and digital images is my passion. Creating beautiful handcrafted greeting cards that people love brings me joy.

My motto is, "Giving a handcrafted greeting card is like giving a hug!"

When I am not in my craft studio, I enjoy working in my flower beds, reading, and volunteering in my community.

Hugs,  
Brenda aka MsCraftprincess



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