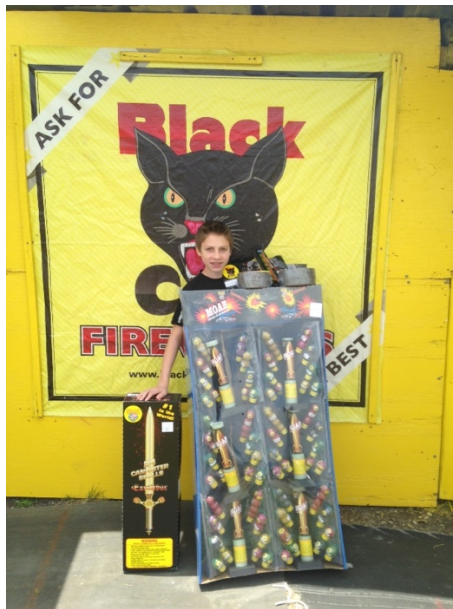


# 26

## Thanksgiving vs. Christmas



**Pick a holiday and own it! 4th of July is a great one!**

**Garrett circa 2014**

We always send out Thanksgiving gifts to our customers instead of Christmas gifts. Two reasons, one is that I have always been a grateful and thankful person, so Thanksgiving is probably my favorite holiday and always a great time to reflect on the folks in your life that have enhanced and made it better! Secondly, from a standing out from the crowd point it really makes sense to give business gifts at a time when the receiver isn't getting anything from anybody. Finally, a lesson I learned along the way to 50 was always to give food and try to give a good large quantity.

When you give food to an office full of people, it does one of two things. It literally gets walked around the building, allowing folks to grab a handful of whatever it is, or it gets put in the kitchen area and everyone asks, "Who sent us treats?" Then folks that might not have known of us or our company now know and positively think of us. In the beginning of the book I mentioned that it's important to do things differently than the norm and this is one of my favorite examples of that!

This past Thanksgiving we shipped out over 50 nuts baskets from The Vending Nut in Fort Worth, Texas, ([www.vendingnutco.com](http://www.vendingnutco.com)), all with personalized handwriting thank you notes. The crazy thing this year was I got married three days before Thanksgiving. I was extremely busy, but it goes to show you that you always have time to be thankful. Thanksgiving, not Christmas.