

How to write a letter of the heart:

“Quote here to tie your letter together”

Dear client,

This letter about me as a person and not as a lender. I am a really good lender but, if during my funeral, that is talked about, I will feel like I wasted an opportunity and a life. Every other month I write a letter about me personally and goes to my database.

When I first heard this idea, I was doubtful that anyone would care. I felt like they wanted Shanon – the mortgage person and didn't really have a need-to-know Shanon – the actual person. This idea was given to me by my business coach. My philosophy is 'if someone more successful than me suggests doing something, I will do it'. So, I did. I wrote the letters and sent them. I wrote about failed resolutions and struggles of parenting. I've written about being too hard on myself, the benefits of gratitude in my life, climbing Pikes Peak, feeling like I was in a storm without a paddle. I've written about me: good and bad. The letter is usually 3-4 paragraphs and can fit on one page.

Since then, I have received more emails, calls, texts about this than anything else I've done. When, during COVID, I was unable to send them, people reached out to me to ask if they missed it. Once, a person came to my office to give me a hug because 'I felt like you were in my head and you understood me'. I have been in offices where my letter was pinned on the bulletin board for the 'reminder'.

These letters are printed on seasonal stationary and come in a colored envelope so it stands out from other mail. Though it's time-intensive, I believe it is one of the more impactful things that we do. This could also be emailed to cut expenses.

Your friend,

Shanon Schinkel

PS The PS can be real estate related and include a call to action. But **only** the PS – I have included several examples of previous letters.