

## LAST MINUTE CHECKLIST

As promised, here's the last minute checklist with 5 simple steps for you! Take a notebook and brainstorm on these points:

### Step 1: Thought leading questions to ask yourself:

- *Think about what your recipient likes:* Their hobbies and interests. What do they talk about? What do they post on social media? Are they a sports fan? If so, which teams do they like? Doing just a tiny bit of research could make this very easy for you!
- *Think of any special memories you can tap into:* Are they a history buff, a music lover, where do they like to travel, where did they grow up, go to school, or get married? These are clues to help you find a gift that is meaningful to your recipient.
- *Think of some problem they may be facing:* Think what they do - their profession and day-to-day life and try to find pain points; the problems they may be facing. For instance, choosing the best shirt to wear for work (let's say their work allows casual wear). Now, you can tap into this and gift them a shirt that they may feel proud to wear - something complementing their personality:



- *Still haven't found the answer?* Here are 10 straight-forward questions:
  1. What do they do or want to do in their free time?
  2. Are they "short" on money or time? What gap can you fill?
  3. When do they shop, what types of items are they drawn to?
  4. Is there something they want to learn more about?
  5. How do they like to relax?
  6. Do they have a favorite artist, sports or indulgence?
  7. Do they have a favorite charity or cause you could support?
  8. What topics excite them?
  9. What have they talked about buying for themselves?
  10. What makes them smile?

### **Step 2: How can you personalize the gift to make it unique, a.k.a more special?**

Once you have noted some ideas from Step 1, here's what you need to do next: Think about if you can find some design relating to their interests, hobbies, activities, likeliness, or whatever you've chosen from Step 1. Think about how you can personalize it - perhaps, add their name or favorite dialogue, quotation, etc., to the design. If you cannot find anything online.

### **Step 3: How can you provide something practical or useful?**

Once you've chosen a design, a personalized design, here's what you need to do next: Think about what products they use in their daily life - a shirt, a mug, a hoodie, a hat, a beanie (in winters), etc. What causes them problems? Perhaps they are looking for a mug to use in their office, overthinking the right dress for work or parties - would they prefer short sleeved, long, or even a jacket? Something they can really use in their daily lives so that your gift doesn't end up sitting on the shelf. If you cannot think of anything.

### **Step 4 - How can you provide an unforgettable experience?**

Once you've closely noticed their lifestyle and found a product that can solve their problems or concerns, think about whether you can place/print/embroider the personalized design that you chose on that product. If you can, think about how it would make them feel when they wear it. Would they feel proud? Would it make them carry a smile on their face everytime

they use it? Would it make them feel ecstatic? What would their initial enthusiasm be like?

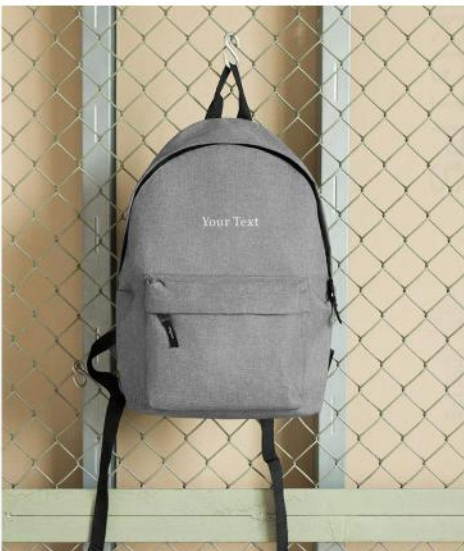
**Step 5: Lastly, how can you go past the initial floating moment to also provide long-term satisfaction?**

Now finally, think about the quality of the gift - the print, the color, the product! Will it wear out after a few uses? Will the recipient still love it after using it for a few months? This would depend on how unique and appealing your design (from step 2) is! Thus, it's the most important thing. To get ideas and explore what's working the best based on research and studies - turn to the next page!

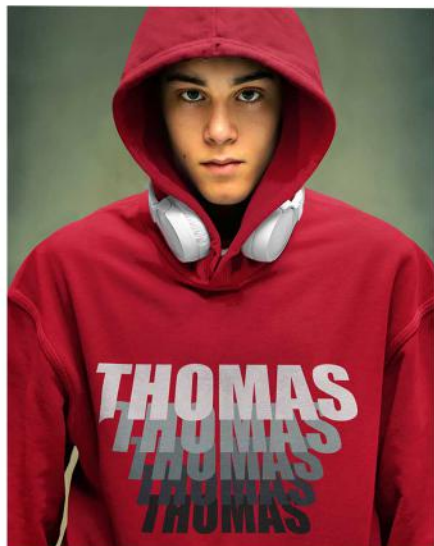
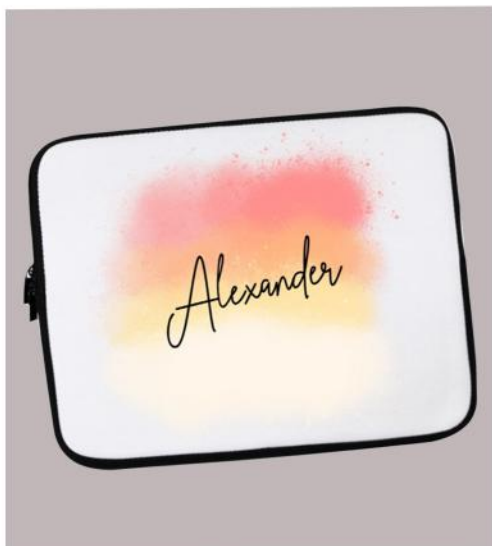
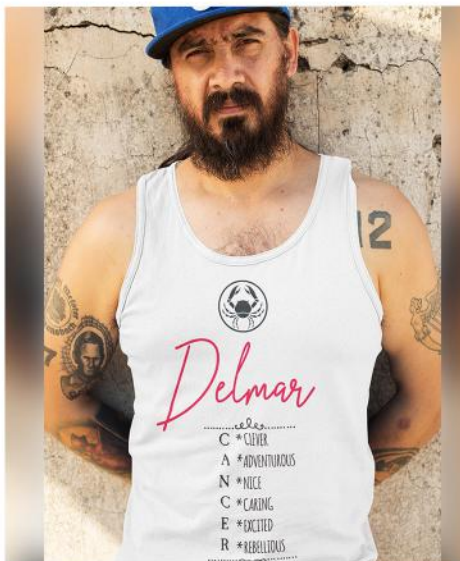
# GIFT IDEAS FOR HIM

Extensively researched gift ideas that fulfill all the major psychological attributes of a perfect gift by providing personalized uniqueness, practical-usefulness, unforgettable experience, and unmatched quality for long-term satisfaction.



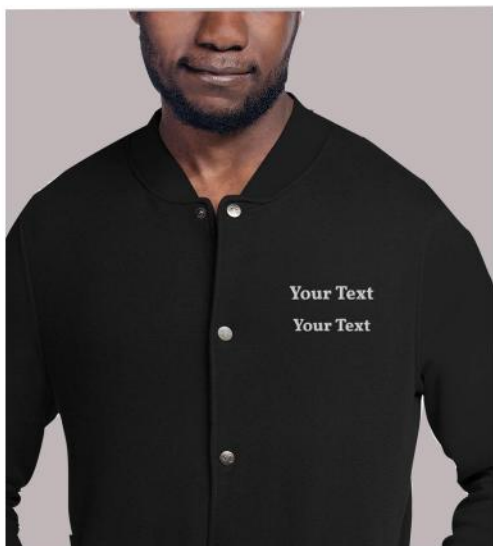
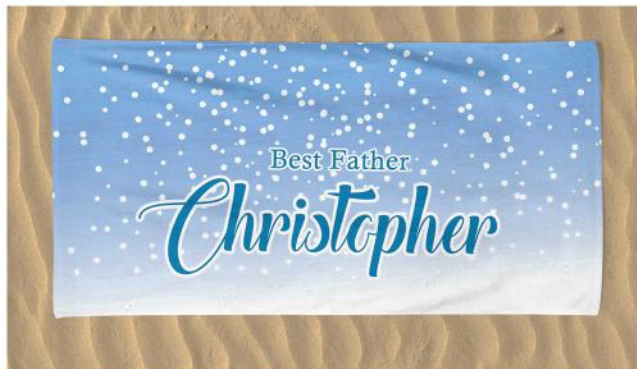








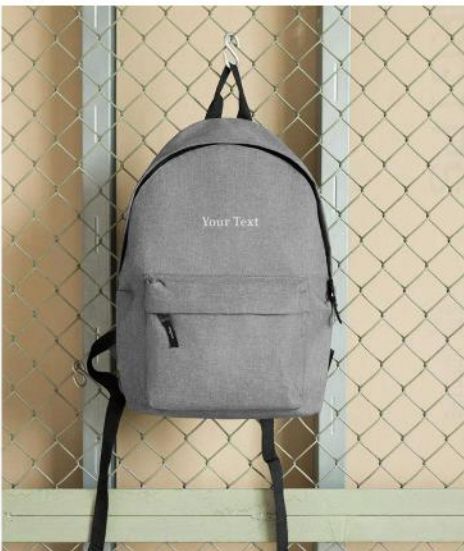




## GIFT IDEAS FOR HER

Extensively researched gift ideas that fulfill all the major psychological attributes of a perfect gift by providing personalized uniqueness, practical-usefulness, unforgettable experience, and unmatched quality for long-term satisfaction.



















Gift Ideas for Her

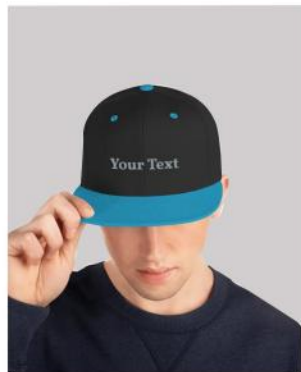
# GIFT IDEAS FOR DAD

Extensively researched gift ideas that fulfill all the major psychological attributes of a perfect gift by providing personalized uniqueness, practical-usefulness, unforgettable experience, and unmatched quality for long-term satisfaction.



















# GIFT IDEAS FOR MOM

Extensively researched gift ideas that fulfill all the major psychological attributes of a perfect gift by providing personalized uniqueness, practical-usefulness, unforgettable experience, and unmatched quality for long-term satisfaction.























