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Another point to consider is that your clients' gifts may be tax-deductable, according to Wendy Nelson, who is a partner at [B2B CFO](#). "The IRS allows you to deduct up to \$25 per client that you give a gift to," she says.

When is the best time to send a gift? Nelson suggests looking in a counterintuitive place for guidance: your profit-and-loss statement. "If you anticipate ending 2011 with a loss but expect a better year in 2012, you may consider purchasing your gifts in January so you can take the deduction in 2012 when it will be of greater benefit to you," she advises.

Why send a gift *after* the holidays? Well, if a client has a seasonal business, for example, there might be a more meaningful time of year to appreciate a gift. Briggs points out that if you have a project with the client that is coming to completion you could send a gift celebrating the accomplishment with your client. Also think about special events that are occurring in the first quarter of the year for your client. Are they opening a new office or launching a new product line? A gift at this time will stand out from the crowd and recognize an accomplishment they are sure to be proud of. Sending it within the first quarter also ensures that the lack of a holiday gift won't reflect poorly on you.

Are there any client-gift secrets I missed? Let me know in the comments or on Twitter. Happy gift-giving everyone!



Marla Tabaka

Marla Tabaka is a [life and business coach](#) who helps entrepreneurs and owners of small businesses grow their companies faster. She serves as a Success Coach for Make Mine a Million and helps award recipients grow their businesses to \$1 million and beyond. Marla has 25 years of experience in corporate, start up and entrepreneurial ventures.



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