



# How to Write the Best Christmas Letters

If you're like me, you love getting Christmas letters stuffed inside holiday cards each December. Reading about all the things your friends and family have been up to, especially the children, is the next best thing to opening up your stocking Christmas morning.

But even though you love receiving Christmas letters, sometimes you get stuck writing your own holiday greeting. Am I right?

Here are a few tips for how to write the best Christmas letter:

- 1.) **Include pictures.** Everyone loves to see how your family has grown and changed. And not just the kiddos! Is there a new hairdo, cast, or pet in the picture? We want to see it!
- 2.) **Keep it real.** Go ahead and share about the awards you all won and the weight you all lost, but tell us about some of the less glamorous parts of your lives, too. We want to know what life is *really* like. Besides, no one likes a bragger.
- 3.) **Make it funny.** While you're keeping it real, go ahead and tell us that embarrassing story you're still laughing about.
- 4.) **Include everyone.** Don't just tell us about the kids. We want to hear what you've been up to as well.
- 5.) **Keep it short.** It's the holiday season, after all. We're busy. One page is great. If we have to turn the page over, you might lose us. If you give us two or more sheets of paper, we might implode.
- 6.) **Be selective.** Don't tell us *all the things*, but also, don't tell us every detail of one thing. Choose a few key moments in the year, and give us the highlights.
- 7.) **Know your audience.** If we already know everything you're writing, take the opportunity to give us the inside scoop or the behind the scenes view or the rest of the story.
- 8.) **End with a blessing.** Remember, these are *your* people you are writing too. Take the opportunity to tell them you care.
- 9.) **Include a brief handwritten note at the bottom ...** if you have time before you mail the letters. Maybe ask a question particular to the recipient. This helps personalize what is actually a form letter.
- 10.) **Don't forget the formatting.** Add clip art. Put borders around the photos. Stick to two fonts ... maybe three. Use subheadings and captions. Try a side bar or a pull quote. If you aren't sure what a great design looks like, try doing a Google search and bookmark what you like.

**End with a blessing. Remember, these are your people you are writing too. Take the opportunity to tell them you care.**

**Don't get stuck writing your holiday letter. Follow these simple tips, and write the Christmas letter everyone will be happy to receive this holiday season. And don't forget to include me in your mailing list!**