

THE GIFT
Whisperer's
guide



7 SECRETS TO GIVING
THE GIFT THEY REALLY WANT



BY SIMON EKIZIAN

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INTRODUCTION



There's nothing like receiving a cool gift, right? Now, what about buying gifts? Aha! Notice how your mood or feeling changed just with the thought? And that mood probably gets downright painful when it comes to those "difficult or impossible to shop for" individuals? (And you know who you are!)

In those situations, or even when you're buying something last minute, that's where gift giving can be a hassle. Or even a real embarrassment if your gift gets the "thumbs down" treatment.

Wouldn't it be great if gift buying were as fun as gift receiving? Well it can be. I'm living proof! My name is Simon Ekizian. I'm known as "The Gift Whisperer." And I've spent the majority of my working life in the gift business. It all started back in 1999 with wedding gifts and accessories. And it's continued for the last eight years with ExecutiveGiftShoppe.com



Over the years, I've learned all the do's and don'ts of gift giving. Giving gifts should be a source of joy for all concerned. So why isn't it?

There are a lot of reasons. Being a solutions kind of guy, I've got the answer. Because after selling over 250,000 gifts to date, I've learned a few things along the way. And I'm sharing these tips with you in this guide. All so you can save you time, save you money, and save your sanity!

I've assembled the best of the best and put those insights into this helpful guide. So keep it handy when you're in gift giving mode. As you'll see from what I've put together, fun is a big part of gift giving from where I sit. And work.

So get ready to discover "The Gift Whisperer's Guide: 7 Secrets to Giving the Gift They *Really* Want." ...

Simon
**THE GIFT
Whisperer**

THE GIFT WHISPERER'S GUIDE: 7 SECRETS TO GIVING THE GIFT THEY REALLY WANT



SECRET #1: DON'T BE A GIFT WEREWOLF

You've seen or heard about movies with werewolves, right? Werewolves are nocturnal creatures. So what is a gift werewolf? Simple. Someone who waits until the last possible moment to buy a gift. That's usually at night.

Imagine this scenario. Last minute trip to the mall. Most malls close around 9 or 10 pm. What's next, the all night pharmacy or the just around the corner mini-mart?

For most gift werewolves it's shopping online. And that could spill over into the wee hours on the morning.

Is this the position you want to put yourself in? Of course not! That puts WAY too much pressure on yourself. We're all busy. But if you give yourself a time cushion. I usually recommend say 2-4 days, the whole gift giving dynamic goes SO much smoother. Try it and see.

SECRET #2: BECOME A GIFT COLUMBO (TRENCHCOAT NOT REQUIRED)

First a movie reference and now a TV one? Well, you probably remember Columbo from the TV show that aired in the 70's and 80's. If not, he was a police detective that asked some pointed questions, often in a fun and unassuming manner. All to help crack a case that had everyone else baffled.



Well, It works the same way with gifts. If you're stumped and it's a mystery as to what to give, the right questions can get you the gift answers you need.

So what type of questions should you ask? Here are some "field notes" I've documented over the years. Your mission? Better define their interests so your gift is in their "sweet spot" with how they spend their time.

Here are my best questions to ask and some idea starters as well:

- What type of hobbies do they have? For example, do they like grilling? If so, there are many gifts besides the clichéd "I'd rather be grilling" apron.



- Do they have an active lifestyle? If so, are they a sports enthusiast?
- Do they like spectator sports? If so, maybe some tailgating gifts should be considered.
- Are they an outdoorsman? If so, a Swiss army knife makes a great gift.
- Is that person a travel lover? There are many gifts that make travel more relaxing and fun. Need some ideas? How about...Passport Holders, Travel Alarm Clocks, Weekend Wallets. Travel is a lot more enjoyable when your important documents are secure and you're on schedule, right?
- Is the person newly employed? Or did they get a new job or promotion?
- Is your gift recipient a smoker?

When you ask some of these questions, be sure and write down the answers so you don't forget! In essence, you're building a gift profile for your intended recipient. And once you have the profile, you can use it again and again and update and revise as needed. Make sense?




SECRET #3: IT PAYS TO GO WITH THE CROWD

Don't reinvent the gift-giving wheel. If you have a gift in mind, see what "the crowd" thinks. What crowd? Well, most sites, including ExecutiveGiftShope.com, have reviews or user ratings.

Tell me you haven't been influenced by the number of stars a given product gets on Amazon?

Here's the beauty of this... let those OTHER people be the guinea pigs. They were the ones that experimented on buying those gifts previously. And they have advice and criticism to share. And all of that can be put into making your gift selection feel right and put your mind at ease.

There are even stand-alone sites like www.epinions.com where people rate and review products. One site we often consult with when it comes to reviews about products is www.pricegrabber.com

 **WARNING ABOUT REVIEWS:** First, be wary of an item that only has the highest, 5-star reviews. They could be fake. Or manipulated. That serves no one. And is a total sham.

On my site, we publish all reviews, good and bad. In fact, we learn from the reviews we receive. For example, if a product is receiving substandard reviews, we'll find out why, and replace the product with something else that meets our standards. And those of our customers.

SECRET #4: DON'T FEAR THE CLICK

Online buying has come along a way since the early days of the Internet. I mean, people even make major purchases online nowadays, even cars and houses!

No matter what size the purchase, you are right to be concerned about online security. At my site, we use the most advanced encryption technologies available.



Your information is kept PRIVATE. That's our policy.

And it's something you should also read the fine print on with ecommerce sites. Because many like to make some extra bucks and sell your information to other retailers.

✓ At Executive Gift Shoppe, your info is safe with us. The security of your personal information is of the utmost importance to us. We do not share or sell your information to any other company or person under any circumstances.

Now you may have other concerns as well. Such as, you can't touch, feel and examine the product if you're ordering online. That's why it's so important to implement Secret #3 and seek out product reviews and user ratings. This gives you real world experience that people have with the products themselves.

SECRET #5: HOW TO AVOID GIFT PURGATORY (OR GET OUT OF IT IF YOU'RE IN THERE)

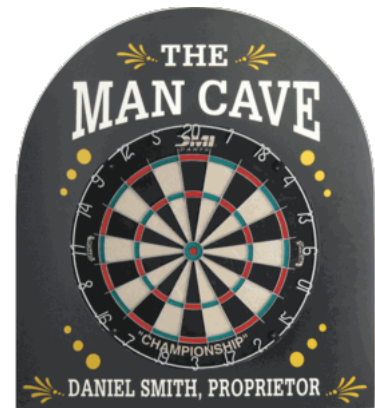
Gift Purgatory is where you go when your gift is a dud. You may have had the best intentions, but for whatever reason, your gift falls flat. Perhaps it was a t-shirt with a funny saying. Except the only one that found it funny was you!



* The best way to avoid gift purgatory is this: learn what your recipient is all about. Their hobbies. Their passions. Their dreams. As mentioned previously, the right questions go a long way to making sure you never end up in Gift Purgatory.

Now if you're already in Gift Purgatory, you must do something extra to get you out of the hole. That may mean investing more in the gift. Or giving multiple gifts as a bundle.

Know that there is a “gift giving continuum” of the level of importance and meaning. For example, Birthday, Christmas and Anniversary or Wedding Gifts are perceived as more important and personal than a business gift.



SECRET #6: THE man cave HOME AND AWAY

Ever hear the expression “man cave.” It’s grown quite popular now. Here’s the Wikipedia definition:

“It is not a cave but rather a metaphor describing a room inside the house, such as the basement or garage or attic or office, or outside the house such as a wood shed or tool room, where “guys can do as they please” without fear of upsetting any female sensibility about house decor or design.”



One of the easiest Man Cave gifts is something sports-related. And the Man Cave isn’t limited to home. The Man Cave goes mobile as well. Think of a NFL flask on a cold day in late November with a chill in the air. Or even Swiss Army Knives. They make a great mobile, man cave gift.

I do know one thing. Sports and Man Caves just naturally go together. There are many gifts available with NFL team emblems. Even gifts you wouldn’t naturally think of. Like lighters, moneyclips and mugs.

In fact, the Man Cave phenomenon has grown so big, we’ve dedicated an entire area on our site to it. You can get a better idea on outfitting a man cave here:

<http://www.executivegiftshoppe.com/mancave.html>

You’ll notice plenty of fun signs and plaques that proudly identify one’s Man Cave!

SECRET #7: BETTER THAN CASH (AND MORE PERSONAL TOO)

OK, you want to minimize risk. But let’s face it. Cash is impersonal. Did you know you could give something that’s as easy as cash? The only difference is there is one place they can use it.

You guessed right! I’m talking about a gift certificate. Again, once you find out their interests, you can better tailor the gift certificate to your recipient. And it helps to add a personal message with your card since you’re giving a more impersonal gift like a gift certificate.

Don’t make the #1 gift certificate mistake! You go the cheap route! This isn’t like a regular gift where you recipient doesn’t know the actual price.

With a gift certificate, your recipient sees immediately how much they are worth to you.

So what' an appropriate amount that says, "I care" and still works budget-wise? In our experience, \$50 is the most popular amount. And for good reason. It's a nice sum. Guaranteed to get you a nice thank you. And that saves you a ton of guilt!

I hope this guide has giving you ideas about how fun gift giving can really be. I always have ideas, so be sure and check out my blog and the special resources later in this guide.

Note: please see the following pages for some helpful gift giving resources and a special surprise!

ABOUT THE AUTHOR



My name is Simon Ekizian. Retail sales have been in my blood since 1989. It started with my family's business, with wedding apparel, gifts and accessories. In 1999, I founded ExecutiveGiftShoppe.com.

And unlike other ecommerce sites, which are owned by investment groups or multinational corporations, this is a family business. MY business. And one thing I've learned about family. You treat people right. We take pride in providing the best service we know how. That's one reason our gifts and service average 4.75 out of 5 stars since the very beginning.

Gifts are my life. And I love my life! If I can help you in any way about giving the right gift, here's my private email address: simon@executivegiftshoppe.com. Just send me a short note, include your contact info, and I'll connect with you! Want to discover what makes my online gift store different and better? Check out the information below...

ABOUT EXECUTIVEGIFTSHOPPE.COM

Executive Gift Shoppe started as a small, personalized gift store in Nanuet, NY in 1999 catering to the wedding & corporate gift industry. We built our reputation by providing unique, engraved and personalized gifts at affordable prices.

Over the years, we have added thousands of new products, many personalized and many that aren't. One thing that hasn't changed is our commitment to quality and, more importantly, our commitment to customer service.

You, our valuable customers, are our #1 priority. If you're not happy, we're not happy. We strive to deliver to you exactly what you were looking for, whether it's a gift for a friend or co-worker. Or even something you're purchasing for yourself.

If you have any questions at all, you can email us at help@executivegiftshoppe.com or call us toll free 24 hours a day, seven days a week at 888 35 GIFTS (888 354 4387).

GIFT GIVING RESOURCES



Ever feel like you can get totally lost on those mega ecommerce sites? Me too. You go there with one thing in mind, and get off track, and before you know it, you forget your original reason for visiting the site!

You've come this far, so how about some helpful resources to point you in the right direction? (Think of me as your human GPS, which in this case stands for Gift Purchasing System.)

Here are some great areas of gifts and some of our most popular gift pages:

We Have Your Drinkware Right Here:

<http://www.executivegiftshoppe.com/drinkware1.html>

All Things Dad:

<http://www.executivegiftshoppe.com/fathersdaygifts.html>

Cool Stuff That Guys Always Need:

<http://www.executivegiftshoppe.com/meac.html>

The Power Office Starts Here:

<http://www.executivegiftshoppe.com/deskaccessories.html>

He'd Rather Be Golfing:

<http://www.executivegiftshoppe.com/golfgifts.html>

Groomsmen Survival Kit and More:

<http://www.executivegiftshoppe.com/groomsmen-gifts.html>

MY GIFT TO YOU!



LET US KNOW HOW WE'RE DOING

We love to hear from you! Just drop us a line at help@executivegiftshoppe.com and let us know what your thoughts on this guide, our gifts, even your whole gift buying experience.