



Suggested Topics for Optional Messages

Review a professional meeting that you recently attended (why you went, what you learned, how what you learned will help you to help others).

Describe family life event in your family or in the family of someone with whom you are closely associated – such as a birth, an adoption, a marriage, the graduation of a child, a once-in-a-lifetime adventure, a mission trip.

Discuss a recent certification that you received or skill that you acquired and/or demonstrated (including life support renewal).

Provide your initial evaluation of a recently-introduced medication, product, or device that is related to your brand.

Give your views on media reports of an adverse effect to a medication, or to a drug recall, that is related to your brand.

Recognize an achievement by someone in your community (becoming an Eagle Scout, graduating with high honors, selection to attend a US military academy).

Honor the passing of an esteemed member of your community.

Wish recipients *Happy Holidays* or *Merry Christmas* (consider including the family photo you may be using on greeting cards) or recognize any other special time of year.

Provide a link to a website or YouTube video that is aligned with your brand.

“My thoughts on _____.”