



How to write a thank you note

Writing a thank you note is one of the most powerful ways of building and cementing a relationship.

Whether it be for a job well-done, a new business referral, or for providing timely help, the emotional power of the written word expressing your appreciation is enormous and will not be forgotten. Here are some pointers to consider:

- Use an attractive card or stylish writing paper. Don't email – snail mail is far better in this instance as it will have greater impact.
- Handwritten is best. Unless you have indecipherable handwriting, in which case, type it and sign with your best pen.
- Keep it short and to the point: thank them for what they did; why it was important to you and/or your company; if appropriate, praise the specific skills they demonstrated.



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