

Jump Start Micro-Enterprise Credential: Writing Thank You Notes

(Updated: July 2016)

One of the simplest things you can do to help your small business is to write Thank You Notes:

- 1) to Customers – sending a Thank You Note to a customer builds a relationship with your customer that could result in customer loyalty and repeat purchases, while expressing your genuine gratitude for the business that every customer gives your company;
- 2) to Suppliers – sending a Thank You Note to suppliers lets them know that you appreciate what they do to help your business thrive, building a personal working relationship that can help in a number of ways;
- 3) to Mentors and Investors – sending Thank You Notes to mentors and investors lets them know that you appreciate their role in helping your enterprise thrive, making them more likely to stay dedicated to your success in the future.

When someone receives a thank you note they always experience a moment of delight in being recognized. They are grateful – and often surprised – that you’ve taken the time to recognize them. *And they are far, far more likely to remember their interactions with you positively, prompting them to want to have future interactions with you.*

Writing a thank you note helps you practice your business writing skills. And taking the time in spare moments to write and send out thank you notes is a positive step you can take to build your business network, something that will help you professionally no matter what type of career you pursue.

A thank you note doesn’t have to be long or complicated to be effective. In fact, you can use a standard structure to write all of your thank you notes:

Sentence 1: specific reference to what you’re thankful for

Sentence 2: indication of gratitude

Sentence 3: anticipation of continued interaction

Note Closing / Signature

The sample thank you note provided on the right shows how easy it is to use this standard structure to write an effective and genuine thank you note to a treasured business stakeholder.

Thank You Note to a Long-Time Customer

Dear Alex:

Thank you for coming to our Parking Lot Sale last Saturday.

We have been tremendously grateful for how often you shop at our store, and how you support our community by participating in events like the Parking Lot Sale.

We look forward to continuing to serve you, your family and friends in the future.

Warmest regards

Robin Smith

Developing the habit of writing thank you notes is the same as any other good habit – once you start doing it regularly you find that it’s really easy and that you actually enjoy doing it.