

FRIDAY GOODY BAG's **THANK-YOU NOTE** **PROMPTERATOR**

**Why, when, and how to
write a thank-you note**
(For sales professionals and also the rest of us)

WHY TO *WRITE* A NOTE



A “thank you” at the end of every email may come across as insincere (especially if it’s part of your email signature).



A hand-written note shows you put some effort into your thank-you. And it ensures you won’t be forgotten.



A sincerely written thank-you note can move your relationship forward.

WHEN TO WRITE A NOTE

- At **project milestones** or after a good meeting
- **As a random act of kindness** – write a “throwback” thanking them for something they did a long time ago, for their influence on you, for something they published, etc.
- After you’ve been given an **introduction** to someone else
- Stuck opportunity, haven’t talked in a while?
 - Call your contact and **ask for an unrelated favor** (“I know you live in Blizzard Bluff – can you recommend a good restaurant?”)
 - Then, write a note thanking your contact for the favor

WRITING PROMPTS

- First sentence: why you're saying thank-you: **I'm writing to say thank-you for introducing me to Evangeline Plummer last week.**
- Second sentence: What the favor meant to you. Keep your focus on your relationship with the "thank-ee". **It means a lot to me that you were willing to vouch for our company** is better than "I've been trying to get into Plummer Industries for ages"!
- Third sentence: Add something based on information the "thank-ee" shared with you: **I enjoyed seeing your son's graduation picture – congratulations!**
- Closing: You don't need to say "thank-you" again. You can always use "Best regards" or "Sincerely." Or suggest a next conversation: **Looking forward to chatting next week!** Find [more inspiration here.](#)

WRITING PROMPTS – SHORT VERSION

1 – Why?

- I'm writing to say thank you for introducing me to Evangeline Plummer last week.

2 – What it meant

- It means a lot to me that you were willing to vouch for our company.

3 – Personal touch

- I hope the rain held out long enough for you to finish nine holes on Saturday.

4 – Closing and...

- Looking forward to speaking next week, Homer

More inspo

- HubSpot's [article on closing emails](#) can also help you craft zippy closings for letters.

And...

- A walk to the [nearest mailbox](#) can help clear your head for the next challenge