

Pre-Written Thank You Note Templates

Marcie Callan
Commonwealth Marketing
www.cmnwealth.com

Sending Thank you Cards

In this age of faxes, voicemail, email, beepers, and Blackberrys, it can be very hard to add the personal touch that is so important to your relationships with clients and prospects. If you find yourself leaving too many messages and sending too many emails at the expense of personal contact, try sending more handwritten notes instead.

Why are notes so effective? First, they show your clients that you care. Clients are busy too and they know that it takes time to sit down and handwrite a card. Second, notes stand out amongst the clutter of technology. How many handwritten notes do you receive on a daily basis compared to emails? Your note is almost certain to make an impact.

Below are ten reasons to send a handwritten note to a client, prospect, or vendor. For those of you who aren't stellar writers, don't worry: notes are notes, not novels. They can be quick and easy, as long as they are thoughtful.

Reasons to Write

- 1. Pleasure meeting you.** What better way to solidify a new relationship with a prospect than a follow up note? Be sure to include your business card, and send the note immediately after the event at which you met.
- 2. Let's make an appointment.** If it's been a while since your last meeting with a client, send a note to let her know she's on your mind. Suggest getting together to review her financial situation since she may have new needs.
- 3. An apology.** Did you know that a client is more likely to stay with you if you fix a mistake well than if you had never made the mistake to begin with? If you have made a mistake, go out of your way to make it better, starting with a sincerely written note apologizing for your error.
- 4. New business.** Always, always, always send a handwritten note thanking a client for new business. Remember, that client could have chosen any number of other professionals, but he chose you. Sincerely thank him for that and tell him you will do your best to service him.
- 5. Referral.** Many professionals do not send thank you notes after receiving referrals! That's a perfect way to tell your clients that you do NOT appreciate their referrals. If you want to keep your stream of new business steady, make absolutely sure to send a note to every client who refers a new client.
- 6. Vendors.** As you may be well aware, good vendors can be hard to come by. Show our vendors that you appreciate the good service by sending a note. Include your business card and offer to sit down with them to review their information for free. Vendors can become clients too.
- 7. Refusal.** Send notes to prospects who do not choose our services. Let them know you appreciate their consideration and will be available for them in the future if they ever have any additional questions. You will be remembered as a class act.
- 8. Saw this and thought of you.** As you are reading newspapers, magazines, and other periodicals keep your eyes peeled for articles that may interest your clients. When you find one, cut it out and send it to an appropriate client with a handwritten note attached. Your client will be so pleased you thought of him.
- 9. In the news.** Anytime a client makes the news, send him an extra copy for his scrapbook along with a quick note. This is an ego boost your client will be sure to remember.
- 10. Interview or presentation.** Send a professional note after you have presented to a person or company. Show that you appreciate the opportunity and would be happy to follow up on any questions.

To make the most of a handwritten note campaign, **send at least one card a week**. Be sure that the card and the envelope are handwritten for the most effect, and do NOT run your card through the automatic postage machine. Keep the touch personal by affixing a regular old stamp. Finally, include your business card each time to make a return note or call easy on the client.

Handwritten notes bring back the personal element in a business world full of impersonal technology. By sending notes, you will outshine your less motivated competition and your clients will most certainly take notice.

Examples of handwritten notes

1. *Dear Jane, It was a pleasure meeting you at **yesterday's event**. As promised, here is the (**referral, phone number, article, etc.**) that I told you about. If I can be a resource to you in any way, don't hesitate to call.*
2. *Hi Jane, it's been awhile since we last saw each other – why don't we get together for lunch? I'll call you next week to touch base and set a time and place.*
3. *Dear Jane, I am really sorry for last week's screw up. We are always striving for excellence, but every once in a while something gets by us. I had the problem fixed and assure you it won't happen again. Here's a coupon for dinner for two to show our appreciation of your patience.*
4. *Dear Jane, Thank you very much for trusting me with your insurance needs. I work very hard to provide excellent service at affordable prices, and to earn the referrals of my clients. I look forward to continuing to help you – call me anytime.*
5. *Dear Jane, Thank you so much for referring John to me. We were able to save him some money and he seemed very pleased. Our business is built on word of mouth referrals from clients like you, and I truly appreciate your recommendation.*
6. *Dear Jane, Thank you for the continued great service. You are always timely, fair, and good to work with, and I would recommend you to anyone. Let me know if you have any insurance questions – I'd be glad to help such a great vendor.*
7. *Dear Jane, Thank you for considering us for your insurance provider. Although we won't be working together right now, please think of me as a resource for you. I would be glad to help you with any insurance questions or needs that you might have in the future.*
8. *Dear Jane, I saw this article in the paper the other day and thought of you. Enjoy!*
9. *Dear Jane, Congratulations on being featured in the paper! What a great article. Here's an extra copy in case you keep a scrapbook.*
10. *Dear Jane, Thank you for the opportunity to come into your office and present our information. I hope you found it informative and easy to understand. I would be happy to conduct a follow up if necessary, and I'm available any time to answer your questions. Thanks again.*

For more information on pre-written templates, such as our 25 Direct Mail Letters,
or our Procedures and Marketing Manual, visit us at
www.cmnwealth.com/store.htm