

Do You Remember To Send Nice Notes?

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Do You Remember To Send Nice Notes?

By Maria Marsala, Business Growth Specialist

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In the past few years, the look of marketing has changed – for the better I believe. Money businesses spend on Public Relations (PR) has increased and has become a marketing priority. Even on the Internet, people want to connect with you - to see your picture and the pictures of your staff.

I've had a few clients send me their pictures, too!

Many people enjoy receiving "nice notes" via mail - the old fashioned type of PR.

Nice notes are congratulations and thank you letters. When received they maybe kept in a folder - in your file cabinet and inbox.

Send nice notes to your current and potential clients. Do you review the business sections of your local newspaper or business journal for opportunities to "meet" your ideal clients, get known, and remembered, for your thoughtfulness? Will you now?

The format you choose to send your nice note is up to you. Choose postcards, stationary, note cards, cards you make - they can all be part of your PR. One thing though, make sure that the note is personalized and hand written is good! My favorite cards to send out are postcards I create from scenic pictures I take when I drive across the country, and cards I "stamp". For greeting cards I use MS Publisher, however, Word and specialized greeting card templates are available for purchase.

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According to "How To Say It" by Roasalie Maggio, p. 100 "don't make your congratulatory note do double duty: save for another day any questions, information, sales messages, or work matters that aren't relevant to the good news at hand. (Exception: personal letters accompanying birthday congratulations.)" To that I'd add, don't even add your business card to the card. You can send that as a follow up.

1. Congratulations on your recent business opening
2. Congratulations on your recent move to
3. Congratulations on your membership into
4. Congratulations on your _____ article in

5. Congratulations on your recent promotion to
6. Congratulations on your recent expansion into
7. Congratulations on your award
8. Congratulations on such a successful year
9. Congratulations on achieving your __th year in business
10. Congratulations on your _____ (hey – it's your turn to fill in the blank)

Two Very Forgotten but Crucial Words – Thank You

By Tracy Lyn Moland

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Thank you — wonderful words that we all love to hear but forget to say. Do you write thank you notes? I remember when I was a child my Mother always made my brother and I write thank you notes to our friends, family, and each other. I recall thinking that it was a lot of work. What was the point? We already had said thank you in person or on the phone. But Mom insisted it had to be done and we did it. Before long she didn't have to enforce it, we knew what to do. If we were given something, we sent off the thank you notes.

As I got older, I started to see it from a different side. A dear elderly Uncle was very generous with us and said it was because we were always so thankful. He appreciated our notes. The more thankful we were, the more he felt like giving. We learned a powerful lesson. We learned the power of gratitude! We learned to be thankful. I feel so good when I receive a sincere thank you note that I want to send one back to the sender! We also learned to look for times to be thankful - not just when we received gifts. We learned to be thankful for the things going on around us.

As an adult, I still send thank you cards, not only for gifts but also for thoughts, actions, and caring. I am teaching my children that saying thank you is as important as the occasion itself. As they learn to do it, they complain about it, and question it. During dinner, we often will tell each other things that

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happened during the day that we are thankful for. Eventually, they will realize their lives are actually enriched by gratitude. As they learn to be thankful they will see the wonder in their lives.

And as I write this I realize that I have forgotten to write the most important thank you card of all. Thank you to my Mother for teaching me this special skill. It has brought much joy into my life and the lives of those around me. Thank you for teaching me the power of gratitude and giving me something to share with those around me. Thank You Mom.

Tracy Lyn Moland is an author, speaker and consultant specializing in providing solutions to Mothers and those who sell to them. Learn more at <http://www.TracyLynMoland.com>



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