



Write a Winning Thank You Note

by

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It's Right to Write

OBJECTIVE: As a result of this “Love Them- Tell Them” Workshop, the Realtor Professional will be able to construct, develop and send personal notes to establish enduring and recurring professional relationships.



WHY?

Think about it....

When have you ever thrown out a personal, handwritten thank you note?

[Inc.](#) wrote a great article about the business benefits.

[Huffington Post](#) also blogged about it in May.



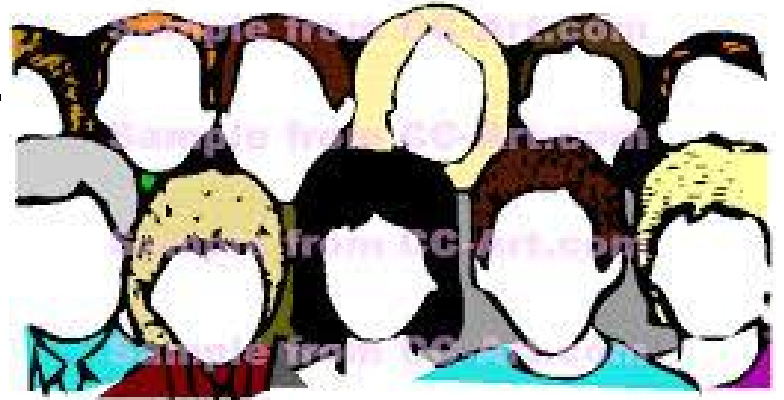
Gratitude is Contagious

- **YOU-** You will become a more appreciative individual. When you get in the habit of looking for something to be grateful for, and when you try and remember something special about that person, you naturally become happier and more satisfied because you are practicing gratitude.
- **YOUR BUSINESS-** you will stand out from the crowd. A handwritten note is often saved because it shows that you invested a personal gift of time to write that special note. Everyone likes to feel as though they are appreciated and sending a thank you is a visual confirmation that they are. That recipient will never forget your note.
- **YOUR BODY-** Being in service stimulates endorphins in your body!

Group Exercise - Face Isolation

Who would like a note from you?

- Click on Attached Form or
- On a piece of paper- jot down...
- Your CoBroke
- Most recent closing attorney
- Instructor for ITI
- Facebook birthday list
- Your sellers, buyers
- Your Spouse.



Easy Action Steps

Introduction: Pick Your Card-

Inspirational message? Beautiful scene? Classy Monogram?

Good- generic thank you card

Better- inspirational and custom cards

Best- custom cards created for you. Choose design, quotation, colors and your brand on back.

HOW: Get Creative

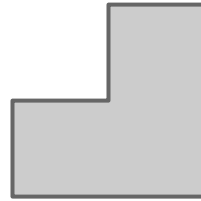
Create your own Thank You Card

visit: <http://lovethemtellthem.com>

— Show Your Gratitude by Personalizing
Your Own Thank You Cards! —



STEP ONE



Inside the card:

Step One:

Address them by their first name (if appropriate) with a comma. This is casual and personal.

“Dear”, “Hello”, or “Hi” are all options.

STEP 2

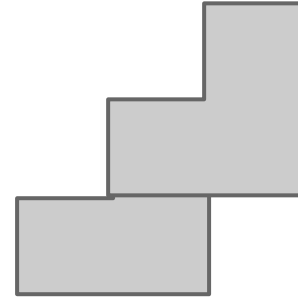
Step Two: Paragraph One

State why you are writing. Keep it light.

“I am just writing to thank you for such a nice showing the other day...”

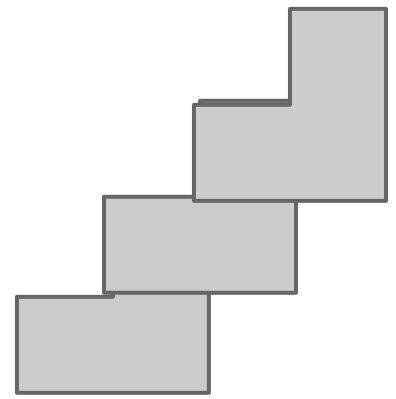
“Just a quick note to thank you for taking the time to meet with me...”

“This note is to thank you...”



STEP 3

Paragraph Two



Say something strategically unique to that person.

“Congratulations on your achievement.”

“I couldn’t stop laughing about the expression on your face” ...

“You looked wonderful today, and purple is definitely your color” ...

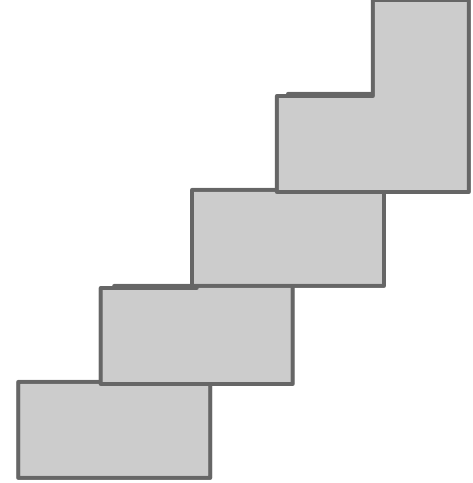
“I admire your tenacity and positive outlook” ...

CLOSE WITH A CTA

Step four: Closing Paragraph

Wrap up with a final thank you and a call to action.

“Thank you again! Please feel free to call or contact me at any time regarding this or any real estate matter!”



Over and Out

Step five: Your tag line closing

Mine is “Make it a BOLD day!”

Step six: Sign!

Hand sign your card. I use only my first name most of the time.

A business card is enclosed so they will have all my information.



Over deliver

BONUS:

Send an unexpected gift. I normally send a branded Dunkin Donuts card.

TIP:

Use an app or dictionary to double check your spelling.

Hand address the card. White Pages App has home addresses. Choose whether you feel home or business address is most appropriate. Save the contact easily with app.



I dare you...

CHALLENGE: Take the 365 day challenge. Write and send one thank you note per day expressing appreciation to someone. Family, friends, and business associates. The act will condition you to discover gratitude, and the gifts you bestow upon others will be priceless.

This could change your business and life!

Keep simple and smile!

