



The Value of a Thank You Card

The art of sending handwritten thank you cards is slowly dying. People would rather send a thank you text or email, versus taking the time to select a card and write a message. When seeking to cultivate a relationship, taking the time to send a handwritten thank you card shows the value you place on the relationship.

Thank you cards are not necessary in every situation. You should send a thank you card after a first meeting, job interview, or whenever someone takes the time to invest in you. The notes do not need to be long, just thoughtful and clearly show you listened to the other person.

Investing in blank cards, a good pen, and stamps will make this an easy routine to create and follow. Rather than looking at this as a chore, look at it as a way to show someone you truly want to learn more about them, and you appreciate their time and effort. Thank you cards should be sent within 24 to 48 hours of the meeting. Build the habit of starting each day with a 30-minute block of time dedicated to building relationships. During this time, you can reach out to people, send thank you cards, and schedule meetings. You can also use this time to collect resources you know your contacts may need.

Stumped on what to say? Here are some sample messages:

After a job interview:

Dear (insert specific names of person who interviewed you, if there was more than one person, write a note to each person),

Thank you for the opportunity to interview for (insert job position here). Being able to see the organization and learn more about the culture and work completed has shown me I would truly enjoy working here. I look forward to hearing from you.

Sincerely,

After a networking event:

(insert name),

I enjoyed meeting you last night and learning more about (insert company name or something you spoke about). Your passion for (insert what you spoke about) highlights your dedication to your field and improving your community. I look forward to learning more about your passions and finding ways we can collaborate together.

Sincerely,



After someone invests in you:

(Insert name),

The investment of time and energy into other people is not something that happens often. Many times, people are more consumed with pursuing their passions or careers than they are investing in others. Thank you for your time and the lessons you shared. I truly appreciate the investment.

If you are still stumped on what to say, consider investing in a book. These will help you find the words and phrases you are looking for.