Thank You Note Guide

Paperly enables stationery lovers – like you – to turn a paper passion into a livelihood. But equally as important, Paperly can also be a wonderful vehicle used to educate others about the importance of the handwritten thank you note.

Below is a guide to train you, the Paperly Consultant, on how to teach others about writing thank you notes. Please realize, this document is merely a guide. There are innumerable ways to write thank you notes correctly. You are more than welcome to perform your own research online, in bookstores or at the library to augment the information we provide below.

Why Teach?
When you signed-up to be a Paperly Consultant, you probably thought your primary task was to market and sell personalized paper products, not to teach others how to write thank you notes. Yet you likely have come to realize that Paperly parties are the lifeblood of your business and booking parties can be, at times, challenging.

Hence, the idea behind this “Thank You Note Guide” – to make booking parties even easier. While not every potential Hostess wants to have a temporary store set-up in their home, most everyone is amenable to hosting an educational event. Offering a Paperly party as a chance to teach others, especially the younger generation, about the importance of the handwritten note can be a valuable tool to booking a party. Hostesses may be more comfortable inviting friends when they know the party is a learning event… not to mention that such parties can be loads of fun!

The Mother/Daughter Party

One party theme you can easily employ to reinforce these ideas is the Mother/Daughter Party. At such a party, you invite both the mom and the daughter to attend. Daughters are often very influential throughout the purchasing decision, so their attendance helps you avoid the inevitable, motherly comment, “I don’t think I’ll purchase this, because I’m not certain my daughter will like it.”

At a Mother/Daughter Party, your responsibility is to share helpful ideas with mom and daughter about how they can work together to write the perfect thank you note. For younger daughters, you might suggest that they simply write the note’s salutation and signature… just enough so they feel involved, yet not over-burdened. Or perhaps, for the really young ones, have them draw a picture of herself using the gift. For older girls, you might recommend that the mother helps with spelling of hard words or suggests wording ideas. Regardless of approach, the key idea is that mother and daughter work together to deliver a sincere and thoughtful thank you note.

The “Tips & Suggestions” that follow are there to help with your Mother/Daughter Party.
Tips & Suggestions

The “Write” Reason
As a parent, you want your child to write thank you notes; they are a time-honored sign of good manners. Unfortunately, kids typically don’t like writing them. So how do you get kids to want to write one? A good place to start is to talk with your child about how he/she thinks the recipient of the note – let’s hypothetically say it is Grandma – will feel when she receives the mail. Undoubtedly, the child can appreciate that Grandma will feel happy! This awareness of others’ feelings is critical to helping your child get started writing thank you notes.

The “Write” Stationery
The first step to writing a good thank you note is to find the right stationery. Fortunately, there truly is no such thing; the right stationery is the one that works for the writer. For example, some so-called experts say folded notes are considered more formal. Others say folded notes are better for kids because they provide more room to write. To be honest, we suggest you simply pick the style and design you or the recipient like best.

Please realize, stationery does not need to have “thank you” printed on it. On the contrary, cards with original designs and no text are true money savers because they can serve multiple purposes: thank you notes, birthday cards, notes of congratulations, get well wishes or “just thinking of you” cards.

The “Write” Environment
Not surprisingly, writing a thoughtful thank you note requires… well, thought.

That said, the writer needs to find a quiet and comfortable spot to write her/his thank you notes. Quiet means no television, radio or other noisy distractions. Knowing that quiet is sometimes hard to achieve at home, a good substitute is the neighborhood library.

Of course, the obvious instruments are needed to write an exemplary note: an appropriately sized table and chair, a comfortable pen and good lighting. But some helpful items that are often forgotten include a dictionary, a thesaurus and postage stamps. And don’t forget to have your address book nearby. Few things are more frustrating than finishing your note then being unable to mail it because you don’t have someone’s address.

The “Write” Timing
Thank you notes should be written whenever you receive a gift or favor, interview for a job or establish a professional contact. If you are uncertain if a thank you note is necessary, always error conservatively and send one.

Ideally, the thank you note should be sent within one week. But to be most considerate, you should try to send it out within 48 hours of the event.
Lastly, not to be overly critical, but today’s younger generation may be unaware that the handwritten thank you note is superior to an impersonal email. For example, sending a well-written thank you note after a job interview can often differentiate one candidate from another.

The “Write” Words
Thank you notes are most effective when written by hand. This shows you personally took the time to show your appreciation. For anyone over the age of 10, using a pen is preferred and correct spelling is a must, so keep a dictionary handy. And don’t worry about bad penmanship. Just slow down and take your time. Even a note in terrible handwriting is better than none at all.

Starting a thank you note is easy. Simply greet the giver by saying: “Dear Jane” or “Dear Ms. Smith”, depending on the formality of the relationship. Then jump right into the purpose of the note by saying “Thank you for…” It is critical to mention specifically what you are thanking the giver for, as well as what it means to you. For example, if you are thanking a relative for a tangible gift, you should tell what you are planning to do with it.

The best notes are short, sincere and specific; the standard thank you note is often only 3-5 sentences.

You can end the note by saying thank you again, then wrapping it up with “With love,” “Sincerely,” or whatever you feel is most appropriate given the relationship. And of course, always sign your name.
Sample Thank You Notes

Below are some sample thank you notes. These are meant merely as guides. The best thank you note is written in your own words.

“Thank You for the Gift”

Dear Jenny,

Thank you so much for the gorgeous scarf! I can’t believe you knitted it yourself. It looks like something from a high-end boutique that I could never afford. And with this cold weather, I know I will get lots of use out of it. With a gift like this, I almost don’t mind getting another year older.

Best wishes,
Kelly
“Thank You for Your Hospitality”

Dear Bob and Lucy,

We're still talking about what fun we had last weekend. It's always great to see you all, and inviting us to stay over made the fun last that much longer. Thank you for being such gracious hosts and treating us so royally. We enjoyed everything, from breakfast to dinner, and everything in between!

Thanks again,
Stephen and Jill

“Thank You for the Interview”

Dear Ms. Jones,

Thank you for taking the time to discuss the Project Management position at XYZ, Inc. with me. After meeting with you and observing the company’s operations, I am further convinced that my background and skills align well with your needs.

I look forward to hearing from you concerning your hiring decision. Again, thank you for your time and consideration.

Sincerely,
Jane Smith
Conclusion

The thank you note is not dead, but the art of writing one is disappearing. This guide provides the foundation for you to help revive the handwritten note, all-the-while creatively mixing-in a learning opportunity with a Paperly party.

Truly, the objective of this guide – be it to initiate a Mother/Daughter Party or to get your own kids to write their grandmother a well-deserved thank you note – is to make Paperly fun, educational and essential. The more pivotal Paperly plays in teaching party attendees the importance of the handwritten note, the more likely your business will grow.

Lastly, the beauty of the handwritten note is that it often means the most when it is least expected. Any reason is a good reason to write a note. To Paperly, success is when every Consultant, Hostess and party attendee goes home from a Paperly event and sends a personal note to a friend, family member or loved one. Such a gesture will be forever remembered by the recipient.