

Tips for Writing Thank You Messages

In general:

- ❖ Remember, this is a professional business communication, so avoid contractions and slang words.
- ❖ Focus on positive, upbeat language and a warm tone.
- ❖ Keep the purpose of the message in mind: showing gratitude to someone.
- ❖ Absolutely outline the email before writing it.
- ❖ Think carefully about your words. What can you say that will be meaningful to this person? Keep the audience in mind throughout the message.

Suggested structure:

Opening

- ❖ At least three sentences.
- ❖ It may be a good idea to remind them of who you are if you have not been in touch with them for some time.
- ❖ Avoid starting the letter with “I am writing to thank you...”
- ❖ Since you are using the direct approach for this message, state the purpose in the opening paragraph.

Body

- ❖ At least four sentences.
- ❖ This is where you explain how they helped you achieve your goals.
- ❖ Be specific and focus on what they did and less on you.
 - Why are you grateful?
 - What skills did they teach you, doors did they open?
- ❖ The goal is to show them how you are using the skills they taught you without chatting about all that you are up to because that loses the audience-centered approach.
- ❖ Use examples of what they did to clarify your message.
- ❖ Try to personalize the note. Be sincere.

Closing

- ❖ At least two sentences.
- ❖ You may thank them again here if you like.

“While there is no formula for thank you notes, the notes people remember are the ones that express real feeling.” — Emily Post

