



"Thank You"

by John Prusa

"What do you say John?" my mother would say. The answer was always "Thank you". Some time back in my adolescence I was taught to express my gratitude with a verbal reply. As I got older I was taught to write a "Thank you" note. Does this sound like the boot camp you went to? Sure it does. Everybody goes through Childhood 101 and we all get the same lesson.

Now let's fast forward to today. You've just attended a networking event and it didn't cost you any out of pocket expense. Someone else paid for the breakfast, lunch, dinner, drinks, appetizers, etc. Maybe you even won a door prize or was given a gift.

Once back in the office should you:

- Call the host/hostess and express your gratitude
- Call the gift/door prize giver and say thank you
- Send an email "Thank you"
- Write a note out by hand and mail it to the person

All of these are good suggestions but one has more value than the others. Can you tell which one it is? Writing a note in your hand shows true appreciation. The recipient knows you took the time to think about them. Plus they will have a tangible reminder of your appreciation. Always include your business card with the note. The note can be a simple piece of paper or a "Thank you" card. Either way write it out in your hand and blue ink. It's equally important to address the envelope and use a real stamp rather than a postage meter.

Doing this will build relationships with those you want a connection with. Try it!