**Jump Start Micro-Enterprise Credential: Writing Thank You Notes Student Exercise Teacher Guide**

(Updated: July 2016)

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| The goals of this exercise: 1) to show how easy it is to write a Thank You note; 2) to show how Thank You notes can be very effective in making mentors and customers think very positively about the writer; and 3) to practice writing. |

**Analyze a Thank You Note**

**Thank You Note to a Long-Time Customer**

Dear Alex:

Thank you for coming to our Parking Lot Sale last Saturday.

We have been tremendously grateful for how often you shop at our store, and how you support our community by participating in events like the Parking Lot Sale.

We look forward to continuing to serve you, your family and friends in the future.

Warmest regards

Robin Smith

Examine the sample thank you note to the right and answer these four questions:

1. How does this thank you note make the customer feel good for more than just shopping at Robin’s store?

This Thank You Note says that the customer “supports the community.” That’s likely to make the customer feel good about shopping at Robin’s store.

1. How does this thank you note try to increase the amount of business Robin’s store gets from Alex?

This Thank You Note suggests that Alex should have his/his family and friends shop at Robin’s store. This note might just get Alex to suggest that they do exactly this, in part because Alex will feel so good about getting this Thank You Note.

1. How long do you think it would take to write a thank you note like this?

Writing this type of Thank You Note will only take a few minutes. *The more you practice writing Thank You Notes, the more quickly you’ll be able to write effective Thank You Notes.*

1. Could you use the same basic thank you note for many different customers, making this task even easier?

Absolutely! It’s the thought that counts. Taking the time to write a Thank You Note is what counts.

**Write Thank You Notes**

The key to this exercise is using the rules for writing a Thank You Note to make this task *very easy*.

Writing Thank You Notes is *easy* – it makes the sender feel good – and it is clear to everyone why sending a Thank You Note is a smart thing to do.

***Giving students the assignment to write a Thank You Note is a great way to get even reluctant writers to like writing.***

You’ll be asked to write a series of thank you notes below.

In each thank you note try to: a) make the person you’re writing to feel good about supporting you; and b) lay the foundation for future interactions with this person.

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| 1) Write a thank you note to a supplier who has worked with you during the first year of your new enterprise. |
| Dear Alex:  Thank you for becoming a valued supplier for our new enterprise.  Dependable suppliers like you enable new businesses in our community to succeed, creating job opportunities for our young people.  We look forward to continuing business with you in the future as both of our businesses succeed.  Warmest regards. |
| 2) Write a thank you note to an investor who has invested in your new enterprise. |
| Dear Alex:  Thank you for investing in our new enterprise.  Visionary investors like you help new businesses grow and succeed, helping our community succeed and creating job opportunities for our young people.  We look forward to providing you with a high return on investment for your faith in our company.  With great appreciation. |
| 3) Write a thank you note to one of the mentor-speakers who you have interacted with while pursuing the Micro-Enterprise Credential. |
| Dear Alex:  Thank you for taking the time to be my Micro-Enterprise Credential mentor.  You helped me understand how I could succeed in the workplace.  I hope we stay in touch after I graduate from high school and start working on my first job.  Warmest regards. |

Remember: ***SHORT IS OK.***

**The key is to get your students used to writing . . . and to prove to them that they can be successful, effective writers.**