

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

(Updated: July 2016)

Analyze a Thank You Note

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?
- 2) How does this thank you note try to increase the amount of business Robin's store gets from Alex?
- 3) How long do you think it would take to write a thank you note like this?
- 4) Could you use the same basic thank you note for many different customers, making this task even easier?

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

Write Thank You Notes

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.

- 1) Write a thank you note to a supplier who has worked with you during the first year of your new enterprise.
- 2) Write a thank you note to an investor who has invested in your new enterprise.
- 3) Write a thank you note to one of the mentor-speakers who you have interacted with while pursuing the Micro-Enterprise Credential.