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Use pen, paper for that 'Thank You' note

JONNA L. MARTIN • JULY 19, 2009

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When was the last time you received a handwritten note or letter? You probably remember the occasion because both are so infrequently sent. If you're like me, a personal message is always the first piece of mail you open.



In this age of e-everything, the thank-you note is the unicorn of communication — a rarity.

As a vice president of communications in the Internet services group at Wells Fargo Bank, Beverly Butler understands that. "While many things in the tech business arena need to be fast and first to market, an authentic and thoughtful expression of gratitude shouldn't be one of them."

Butler also noted that "there is an implied sincerity in a handwritten note that is lacking in a dash-it-off, thanks for everything e-mail."

A written thank-you gives you an edge, makes you and your message memorable and is a bargain, even at 44 cents for a stamp.

There is nothing wrong with an e-mail note of appreciation or even a text or Facebook message of gratitude. But nothing compares to the real thing.

Your message is so much more than the words in a card can communicate. You are saying, "I care enough about you to have taken the time to write this out, locate your address, purchase a stamp, walk this to a mailbox and send it off." Your time, care and attention also communicate a great level of respect.

Make your mark, distinguish yourself as more than ordinary and dare to break out pen and paper the next time you want to leave a great impression.

Jonna L. Martin is president of AdvanceMe Associates, [www.powerofimage.com](#), a training firm specializing in business etiquette and professional image seminars.



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This column is written by members of the Rochester Women's Network, whose focus is to help women connect, grow and succeed. For more information, go to [www.rwn.org](#).



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