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## To be memorable--say it with ink

A job seeker recently asked me, "Is it OK to send an email thank you after an interview?" My answer was, let's talk. I explained that I don't recommend it. As a candidate, you want to stand out in front of your competition. Looking to make an impression? Send a handwritten note.

You probably can imagine the groans. Many people remember writing countless thank you letters as children. Some panic because of the state of their penmanship. A few are just bewildered by the whole idea.

But take it from those who know, even studied the impact, the handwritten notes work.

In a recent newsletter, my colleague Laural Carr, Owner and Creative Director at Impagination Inc. wrote about the current decline in personal letters. She notes that it is an opportunity for "anyone wanting a competitive edge by making an indelible impression with a client, prospect or stakeholder. It's the rarity of the handwritten note that amplifies the connection when offering a thank you, or expressing gratitude or appreciation."

We all want to make an indelible impression. Handwritten notes have major impact and not just for job seekers. Early in my own career, I asked an industry mentor for some advice. Afterwards I sent her a handwritten note to acknowledge how generous she was with her time and expertise. Because of that short, handwritten note, she introduced me to other industry leaders, referred me and invited me to help with her projects.

Where do you start and what do you say?

Laural's newsletter gives you all the tips you need to write the best thank you. It covers the basics such as where to place the date and types of salutations, and includes do's and don'ts. Two of my favourites are: take your time and don't ramble.

To read all 10, click the link:

[http://impaginationinc.com/nlarchive/pages/appreciation\\_note.html](http://impaginationinc.com/nlarchive/pages/appreciation_note.html)

For those of you who might be wondering if it's OK to send a text? NVR 4 B2B

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### Here's Looking at You

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