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Guide to Writing Thank You Notes



Sending a note to say thank you and follow up with a connection in your network is one of the most important steps you can take.

Not everyone does it! And it's a simple way to stand out.

You don't want to miss out on this opportunity to separate yourself from the pack!

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Before you start

Whether it's after a networking event or someone has provided valuable advice and assistance, taking the time to follow through and develop a well-thought out thank you goes a long way. It will leave a good impression and demonstrate your consideration and appreciation.



Do it right away

- Send your note within 24 hours of the discussion.



Be brief

- Get right to the point and keep it short and concise.



Use an attention-grabbing subject line

- Otherwise it just gets lost in the shuffle. Write something a bit different, but not outrageous. The goal is to get your email read – not risk coming across as extreme.



Be specific

- Hit on detailed points of the conversation and ensure you're both on the same wavelength.



Don't just thank them for their time

- Remember – your time is valuable too! Use your note to show gratitude for other's ideas and guidance.



Remind them

- You'd be surprised how many people forget what they discussed and promised. Reiterate what you both talked about and are responsible for doing next.



Don't offer what you can't deliver

- You will certainly earn the wrong reputation for not making good on promises! People will remember your lack of follow through...and this is not a good thing.



Be sincere

- Show courtesy for the time they made for you and tell them how insightful the discussion was.



It's not all about you

- It's about reciprocity! And the value you offer to each other.



Include contact details

- Put your phone number, email address, and a link to your LinkedIn profile. Make it as easy as possible for them to get in touch.



Have a time frame

- If additional follow up is needed then let them know you will reach out in a week if you don't hear from them.



It's OK to say

- "No response is necessary. I know you have a lot on your plate." They won't feel obligated to do so – but this actually prompts them to reply – because you are being respectful of their time.

Email Writing Templates

The following templates can be used as a guide to create a personal note that demonstrates your gratitude and appreciation towards others. Be sure to customize and tailor each one appropriately to fit your needs.

TEMPLATE #1

Use this for someone who offered advice about breaking into an industry you're interested in exploring

Email Subject Line: Thank You for Your Insights

Dear <Insert Name>:

I can't thank you enough for your invaluable insights on how I would go about learning and breaking into the financial industry <Insert specific industry>. You clearly know the space, the players, and what it takes to be successful. I particularly took to heart <Insert a few key takeaways from your conversation>

Because of our meeting I not only have made a list of actionable items, but already <Name one or two items that you did, such as researched a company or reached out to someone and set up a meeting>

I really appreciate your time and advice! I know you have a lot on your plate, so this means a lot to me.

Please let me know what I can do for you? During our meeting you discussed remodeling your home; my brother's friend is an interior designer and I can facilitate an introduction if you'd like, just let me know. <This is just an example – you should insert something that came up in the discussion that you can assist with>

Many thanks!

<Insert Your Name>

<Email Address>

<Phone Number>

<LinkedIn Profile Link>

TEMPLATE #2

Use this to send to a person who has offered to help you

Email Subject Line: Great Advice Last Night

Dear <Insert Name>:

I walked away from our conversation more motivated than ever regarding my industry, and excited about how your friend's company could benefit from our services. Per your generous offer I would like to take you up on that introduction to <Insert Name>.

Please advise if there is anything specific that you need from me to help facilitate this?

I will be sure to give you a call if I don't hear from you within a week. In the meantime, I'd like to connect with you on LinkedIn. <Include link to your personal profile> This will help us identify relationships you may prosper from – and hopefully my contacts can benefit from you, too.

I look forward to having an opportunity to do something nice for you in the future!

Many thanks in advance!

<Insert Your Name>

<Email Address>

<Phone Number>

TEMPLATE #3

Use this to send to a person you have offered to help

Email Subject Line: Here's the Contact You're Looking For

Dear <Insert Name>:

I walked away from our conversation impressed and feel confident endorsing you to <Insert Name> as we discussed. The leadership qualities and negotiation skills <Insert appropriate skills and experience> you offer should serve her <or his> team well, and I hope you mutually benefit from meeting each other.

In the spirit of making this introduction flow smoothly, I'd like to request that you send me a short summary about yourself that I can share.

I also encourage you to connect with me on LinkedIn. <Include link to your personal profile> This will help us identify other relationships you may prosper from – and hopefully my contacts can benefit from you, too!

Make it a great day!

<Insert Your Name>

<Email Address>

<Phone Number>

TEMPLATE #4

Use this to send to a person to connect with and keep in touch

Email Subject Line: Great Discussion Last Night

Dear <Insert Name>:

It was great meeting you at the NYC Small Business Networking Event last night <Insert appropriate details>. I can't thank you enough for your invaluable insights regarding <Insert something specific you discussed> and I walked away from our conversation more motivated than ever regarding my future projects <Insert specific project details or something you discussed>.

I really appreciate your time and advice! I know you were speaking with many people at the event, so this means a lot to me.

I'd like to keep in touch and ask that you connect with me on LinkedIn. <Include link to your personal profile> This will help us identify relationships you may prosper from – and hopefully my contacts can benefit from you, too!

Make it a great day!

<Insert Your Name>

<Email Address>

<Phone Number>

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TOP TIPS

Do not miss out on this opportunity! For additional advice on writing a thank you message and why you need to do it read our article [Stand Out! Here Are 7 Great Reasons to Write a Thank You Note](#) or email us at Info@NetWorkWise.com