

# The Power of Thanks-Giving (day)!

By David Batchelor

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Isn't it nice when someone sends you a short note thanking you for the lovely dinner you shared, or the weekend you spent together? Doesn't it make you feel good - even great?

Sure does. People who send Thank You notes are thought of as gracious, well mannered - and since so few people do - a clear cut above all the rest.

What about in business? Don't you appreciate it when a salesperson drops you a card thanking you for your business? Aren't you more likely to remember that person, call her again, maybe even send her a referral?

Ah-hah! Referrals...

You see, Thank You notes build trust - the most important element in any Network Marketing business. Thank You notes demonstrate your commitment to service. Thank You notes are the perfect way of introducing new products and services to your customers (and sleepy distributors). In other words, Thank You notes build relationships - the cornerstone of your business.

Here's a sample Thank You note I've used:

It only takes about three minutes to write the note, fold it, stick it in an envelope, lick the stamp and put it in the box of outgoing mail. Oh, I know, it's a pain in the neck to write these notes. But here's the thing: look at the bottom-line. If this were not a highly successful action, I'd definitely reconsider the pain factor, so, let's run the numbers.

You write twenty notes a month which take you three minutes each.

20 notes x 3 minutes = 1 hour of your time (a month!).

Let's assume that you have 400 active people in your organization (who would welcome any edge over the competition - right?) Half of them decide to participate in an ongoing Thank You note campaign. So...

200 people x 20 notes per month = 4,000 Thank You notes.

Let's also assume that every distributor includes three business cards with each note, requesting

that the recipient please pass them along to an associate or friend. Now...

4,000 notes x 3 business cards = 12,000 potential referrals.

Can you believe that? 12,000 referrals every month and it only took ONE HOUR of your time and less than \$10 in stamps and paper. This is serious leverage!!! Not only that, but the goodwill that you create is immeasurable.

What if a few simple Thank You notes generate \$100 or \$200 in income for a number of your distributors? (And what would that do to everybody's check?) What if they then get so turned on they doubled their efforts in the business? What if one of those referrals turns out to be a tired corporate exec just looking for an out and opportunity? What if...

And it's not really a matter of -What if?- These things happen every day!

One hour each month is all it takes.

Here's the game plan:

Every time someone buys something from you, send them a Thank You note. Every time someone gives you a referral, send them a Thank You note. Every time a new person signs up in your organization, send them a Thank You note.

Get this: Tracey, a personal fitness trainer and friend of mine, sold a box of chewable vitamins from her Networking company to one of her clients. She sent a Thank You note as a follow up and included three business cards for possible referrals.

About a week later, during a baby shower at Tracey's client's house, one of the other moms there picked up the box of vitamins and asked about it. This prompted a conversation and the client passed out the rest of Tracey's business cards.

Two moms bought vitamins, not only for their kids but for themselves as well.

Tracey sent out more Thank You notes to them. One of her new customers referred her sister, who bought a box, too. And on and on...

At the end of just one month, Tracey had eight new customers. One of them was seriously looking at joining her business!

Tracey didn't know these people from Eve.

The power of a Thank You note is awesome. It's one of your ultimate secret weapons. And isn't it great to live life and work with a sense of appreciation, anyway? As a side perk, you may even find that writing Thank You notes makes you feel great.

Don't prejudge this process, just do it. Please send me feedback on how the Thank You note process is working for you.

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