



6 Steps to Writing a Great Personal Note

In this digital day and age where email and text messaging are king, simple, old-fashioned notes have become quite the rarity—if not nearly nonexistent. It’s almost a shame when you think really about it. For one, these “niceties of the past” are, for the most part, universally appreciated. I mean, think about. When was the last time someone got upset over an old-fashioned, handwritten personal note? Exactly! Absolutely no one. [Personal notes show thoughtfulness](#). For the person writing it, he or she must put in the time and effort to transcribe a considerate message to the individual receiving it. Personal notes also demonstrate sincerity and originality. In other words, they come from the heart. No copy and paste here!

We realize, though, some people may struggle to put pen to paper. And that’s perfectly okay! Finding the right words to say or suffering from a bad case of

writer's block can affect pretty much anybody every now and then. The good news there is hope thanks to authors Angela Ensminger and Keely Chace. They have outlined six key steps in putting together that perfect note for a friend, businesses associate or customer – regardless of the situation. These steps are detailed in their book, "[Note-Worthy: A Guide to Writing Great Personal Notes.](#)"

STEP ONE: Greet the recipient – one line that lets the recipient know the note was written just for him or her.

In other words, always address the recipient of the personal note by his or her name, so there's absolutely no question that the note was written specifically for them. And, whatever you do, please make sure you spell their name correctly! Misspelling the recipient's name can come off as not caring enough to get even the smallest details of a name right. The recipient may also find it insulting. You also want to avoid ever addressing the recipient simply by "Sir," "Madam," or "To Whom it May Concern." It's just not personable.

STEP TWO: Clearly state why you are writing – simple and straightforward reason for the note

Obviously, you don't want to send a note that simply says, "Dear John, How are you. I'm great. I hope you are, too. Bye!" Those are the kind of notes you probably wrote as a kid to your friend in class. Now that you're an adult, give your notes some real substance and let the recipient of your note know the reason behind it. Some examples for sending a personal note might include:

- Congratulating employee for their 5 year anniversary
- Telling a customer "Thank You" for their business
- Congratulating a colleague on a big achievement at work
- Expressing sympathy to a family member, co-worker or customer who may have suffered a personal loss
- Recognizing a birthday
- Congratulating someone on their job promotion
- Welcoming back a co-worker or customer after a long absence
- Wishing someone a happy holiday
- Thanking a customer for a business referral

- Thanking a potential employer for a job interview

STEP THREE: Elaborate on why you are writing – let your personality shine through to make your note distinguishable

This is your chance to show your individuality and speak from the heart. No one likes a note that sounds as if it's "copied and pasted" from somewhere else. Your personal note should be 100% relevant to the person receiving it. When writing your handwritten note, be yourself and let your true character show. After all, there's a good chance the person ultimately receiving the letter will know if you "stole the words" from someone else or if you had someone else write it—and that would just be awkward.

STEP FOUR: Build the relationship – let the recipient know you appreciate the relationship now and into the future

Whether it's a family member, co-worker or customer—everyone likes to feel valued. These three simple words, "I appreciate you," can really have a powerful impact on the individuals they're intended for. In the workplace, appreciation goes a long way when it comes to retention, morale and employee work ethic. When customers feel valued, they tend to remain loyal to a company's service or product. This can also lead to referrals.

STEP FIVE: Restate why you are writing – bring the note full circle to end where you began

This is not about sounding like a broken record or being redundant. It's about re-emphasizing your note's intent. However, to avoid sounding like a VCR on rewind, try to find a different way to restate the reason for your note. Here's an example:

Beginning of note: *I am deeply touched by your generous 5-star Google review of our company and for referring your parents, Joe and Donna, as well as your cousin, Hailey, to us.*

Ending of note: *In closing, thank you once again for speaking so highly online of our services and for letting others close to you know that they can trust us for all of their lawn care needs.*

See what we did there? We basically said the same thing without actually saying the same thing.

STEP SIX: Give your regards – tone can vary from business to personal

You'll need to use your judgment with this step. For example, the regards you give to a friend or family member will likely be different from that of a co-worker or customer. After bringing the note full circle, end with a heartfelt sentiment followed by your signature. Common words or phrases like: "Sincerely," "Yours Truly," "With Love," etc. are all ways to show your regards. They're short, sweet and to the point. Of course, you don't have to use those traditional closing lines. Other suitable ways to end a note include:

Example: *Cheers, John Doe*

Example: *Yours Faithfully, Julie Smith*

Example: *Cordially, Annie Holmes*

Example: *Thinking of you always, Mark Andrews*

Bottom line, there is no wrong way to give your regards. Just don't forget to do it! It adds the finishing touch to your personal note.

A Final Note

As experts in understanding what truly moves people to help businesses create and strengthen healthy, rewarding and enduring relationships, we at [Hallmark Business Connections](#) encourage you to use Ensminger's and Chace's tips when writing your own personal notes.