

# THE ART OF SAYING THANKS



CRANE & CO.  
[WWW.CRANE.COM](http://WWW.CRANE.COM)

## THE THANK-YOU

People always remember a thank-you note, long after they forget what exactly they did to deserve it. Of course, there are the usual occasions to write thank-you notes, but what are often more interesting are the unexpected ones.



Thank them for the overseas phone call on their nickel, for arranging the blind date who you actually dated again, for the wonderful cassoulet followed by the soufflé au chocolat. Thank them for noticing, for being there (or for not being there), for the three-day stay that turned into three weeks, and for that delicious fruitcake that has been stowed away in your cupboard since Christmas.

*A thank-you note is a gift in and of itself.*

## THANK-YOU BASICS



There are no hard-and-fast rules when it comes to writing thank-you notes. We prefer to follow this rough guideline.

1. Write the thank-you note.
2. Affix stamp.
3. Mail it.

Of course, we'd prefer if you wrote it on Crane's stationery.

If you'd like a few more useful tips on the actual writing of the thank-you, we've been using this formula for years and have yet to have one note returned.

If you are the succinct type, a correspondence card works perfectly, as does a small foldover note. Punctuality counts - and it certainly appears more sincere. Generally speaking, the message is brief and usually consists of four parts.

1. **The greeting.** *Dear Barbara,*
2. **An appreciation of the item or favor.** *Thank you for the wonderful Italian phrase book.*
3. **Mention how useful it will be.** *It should come in handy when I'm looking for a man in Rome.*
4. **Sign off with a suggestion of a future meeting.** *I look forward to seeing you when I return from the trip, happily engaged. Ciao.*

That's it. Save the mention of your puppy's amazing new trick for another letter. Unless, of course, your puppy was the gift you're thanking them for.

## THE TOOLS: PROPER PAPERS



### *Informal Notes.*

Folded once, and starting in size from the smallest mailable note (5" x 3 1/2"), this paper is used for brief correspondence: thanking for wedding presents, a dinner or responding to informal dinner invitations.



### *Correspondence Cards.*

These stiff cards come in five sizes from the tiny – and wonderful – 3 1/2" x 5", to the large 5 1/2" x 7". Perfect for the brief thanks, so brief that you don't need to use the back. Your name or monogram is engraved at the top or top corner.



### *Formal Letter Sheets.*

This folded sheet is double the size of an informal (about 5" x 7 1/2"), but folds forward a second time to fit in the same size envelope as an informal. This larger size note allows you to expand on your thank-you thoughts. You may write on one page, or on pages one and three (or for a long bread-and-butter letter, use page one and then open the note and turn it vertically and write down pages two and three).

## THANKS BUT NO THANKS

Good intentions don't get the job done, and while everyone intends to express a thank-you, not everyone does. If your thank-you is tardy, don't apologize for being late. You know you are late, and the person you are writing knows it, so the whole tone is different.

Remember, thank-you tasks can even be fun if you learn the different ways to say thanks, keep the tools available to do so and dare to be original in the saying.

