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WAKEFIELD & WAKEFIELD

Business Etiquette

set yourself apart • get an edge

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THANK YOU NOTES:

INVEST FIVE MINUTES AND BE REMEMBERED

*I heard the heavy steps on my front porch and the clank of the mail box lid, as the mail carrier deposited the mail. I opened the mailbox with a lack of enthusiasm. **What would be the contents of today's mail?** Advertisements? Bills? Maybe a check? (Dreamer!)*

*As I flipped through the small stack en route to the recycling bin, I saw something remarkable: **a real individual's handwriting!** What was this little nugget of gold in the mail pile today? Was it actual personal correspondence? **It was a thank you note.** I set the other disappointing contents aside, and sat down with a smile to read the thoughtful note someone took the time to compose, put a stamp on, and drop in the mailbox.*

Writing thank you notes is more than good manners. It is an easy way to sincerely express gratitude. Unlike a phone call or email, thank you notes can be touched and saved. In both personal and business situations, the use of a thank you note can contribute to people remembering the writer as an impressive and considerate person. In fact,

INSIDE THIS ISSUE:

Thank You Notes: Invest Five Minutes and Be Remembered

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ABOUT US



Libby Mack Van Vleet has a background in marketing and

it is another opportunity to sell oneself.

Thanking someone for a gift, dinner, or favor by writing a note will **probably only take about five minutes** and will be intensely appreciated. One of Wake Mack's favorite notes from a friend (that he has saved) simply states, "You rock!" This short, strong message made him feel great. A prompt, well-worded message on a good quality correspondence card will make a terrific impression. And **if you are unsure about whether to send one, send it anyway!** They are always welcome.

Some disciplined professionals with whom I have met this year have explained that they **set aside short amounts of time once a day or once a week** to compose thank you notes. It is time well spent, with a guaranteed return of goodwill from happily surprised people flipping through the mail.

*As reflected in my anecdote above, the **rareness of personal correspondence will make a thank you note even more valuable to its recipient.***

YOUR Business Etiquette Topics:

Submit your thoughts and questions to libby@wakefieldetiquette.com.

Libby will address your ideas in upcoming issues of our newsletter.

HOW DO YOU WANT TO BE REMEMBERED?

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or libby@wakefieldetiquette.com.

administration, and is a certified high school English teacher. She is a graduate of Colorado College and Chapman University.



Wake Mack is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

www.wakefieldetiquette.com
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WISE WORDS

"Do not wear your courtesy like a watch, to be taken out now and then when you want to impress people. Be courteous always, wherever you go, with whomever you happen to be."

– *Sister Mary Mercedes*

SUPPORTERS AND CLIENTS

Thanks to all of our fabulous clients and supporters.

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Washington Trust Bank – Linda Williams, President, Oregon Region



WHAT PEOPLE ARE SAYING...

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

Linda Williams, President, Washington Trust Bank, Oregon Region

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

Ray Jordan, President, Ray Jordan, PC

“Thank you for facilitating the wonderful session on business etiquette today. I appreciated you sharing personal, real life anecdotes illustrating why good manners and professional behavior are always in fashion.”

Tina Alexander, Director, MBA for Professionals, Willamette University MBA

“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

John Chambers, C.P.A., Isler Northwest LLC

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