

# The Do's of Personal Notes

- Hand-write your message. And yes, penmanship does count!
- Make the message clear and sincere. It need not be stiff or formal, but it does need to be appropriate.
- Use colorful, whimsical and creative cards if they reflect your business and/or professional personality.
- Always use a stamp when possible, rather than a metered tape for postage. It looks more personal, and less like stuffy business correspondence.
- Send notes for all kinds of reasons: thanks, anniversaries, appreciation, reconnecting, meeting someone at a networking event, and so on.
- Keep track of what types of notes you send and to whom, especially if you're using templates to help you find the right words.
- Use company courtesy cards for attachments, rather than personal notes. For example, if you're sending a copy of an article, it's fine to paperclip your company's courtesy card with a short note from you to the article. But use a folded card when not including an attachment; it's more personal.