

# Thanks are not only for Thanksgiving

Thanksgiving is two days away. If you are like me, you've gotten lots of email and regular mail from companies and organizations you've done business with or have donated money to. Some are simply expressing thanks, and others are reminding you that some people won't be able to eat on Thanksgiving (so give more money). Others are using Thanksgiving as a differentiator—sending holiday cards now instead of Christmas/New Year's.

There's nothing wrong with this, and I appreciate getting thanked or remembered at least once a year. But perhaps businesses and organizations should consider how to thank customers and supporters year-round.

So many times, we conduct a business transaction and afterwards there's nothing. What's particularly galling is when you donate or volunteer, and you hear nothing from the organization. A couple of years ago, I volunteered at a huge Christmas event. Not only was it very disorganized (which showed a lack of appreciation for volunteers' time) but there was no thank you, formal (follow up email) or otherwise. I haven't been back since.

A thank you—a show of appreciation—is an important marketing tool. I wrote “Why a thank you is good marketing” here five years ago. I still think it's true.

**So thank you! I appreciate that you took the time to read my thoughts. I am especially thankful for those who have shared my posts and/or taken the time to comment.**

Happy Thanksgiving to those celebrating! I wish you and your families a happy and relaxing holiday.

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# Can two or three words guarantee business success?

The two or three words that may well guarantee business success are any of these options:

**Happy holidays, Merry Christmas, Happy New Year, Happy Hanukkah, Happy Kwanzaa, Happy Thanksgiving, Season's Greetings, Best wishes.**

not to mention the two most effective words in business:

## **THANK YOU**

Two to three words that work to show other people (customers, clients, vendors, business associates) that we are thinking of them. That we value the relationship. That we do not take them or their business for granted.

This year, I received a season's greetings card from my eye doctor! That was a first for me...I think most doctors take one's business for granted.

Think about whom you received greetings from, and from whom you did not. Any surprises? Also, if you ordered gifts or other merchandise online, did you receive a thank you for your order? If you didn't, would you buy from that retailer again?

If I feel my business is not valued, why would I continue to do business with that vendor/merchant/consultant/individual?

Perhaps sending a greeting or saying thank you is not enough to GUARANTEE success, but it will help prove you think they are important to you. Making sure your customers and clients feel valued will help make it easier to continue to do

business with them.

What say you?