



# Business Builder

## Tips & Techniques to Help Your Business Grow

### The Power of Thank You Notes

When was the last time you got a thank you note from a business? In these days of email and instant messaging, the old-fashioned art of writing a letter or note is about gone. Yet, personal notes and letters are one of the most effective ways you can stay in touch with your customers. They have more impact with fewer words than a newsletter, because they are personal.

Here's how some businesses that have increased profits just by using thank you notes:

[The owner of Advanced Auto Body in Iowa makes a point of sending out at least two thank-you notes a day.](#) He also requires that the three other people on his staff do the same. Forty notes a week add up fast to a more personal connection which generates repeat business. In fact, since starting the "note writing" program in 1996, Advanced Auto Body has increased their business by more than 80!

[A doctor in Atlanta sends a follow-up note to every patient.](#) It takes about 30 minutes of his time every evening, but since starting the program, Dr. Carl Feinberg has nearly doubled his patient list and has received the highest patient satisfaction rating from the AMA.

If you simply send out three notes a day, that could be 1,000 contacts a year. Think of the impact that would have on your relationships with new and old customers. It only takes a few minutes of your time but will pay off big for the future prosperity of your business!

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