

Clients Ignore Those NAKED Thank You's

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Never Let a Thank You Stand Alone. Dress it up!



You're probably thinking that you could never go wrong with saying something as simple as thank you, right?

Wrong!

Top communicators and successful rainmakers will tell you that, yes, gratitude is always nice - but **a thank you that stands alone means almost nothing.**

What is a bare thank you?

Well, it's quick flash of "thank you" or "thanks." There's nothing before it or behind it. And, it's used so often that people really don't even hear it anymore - almost like white noise.

Coming from you - a legal professional - every thank you should be *for something*. **Back up your thank you with a reason**, like:

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- **Thank you for being so understanding.**
- **Thank you for returning my phone call.**
- **Thank you for the article you sent.**
- **Thank you for the new business referral!**

This type of gratitude and graciousness goes a long way with clients and colleagues. It not only signals that you're an **excellent communicator and listener**, but it **encourages the people you're thanking to thank *you* back** - and keep doing business with you.

It's a very sweet, very simple, very thoughtful little gesture you can use with everyone in your life. And, over time, as it becomes instinctive, you may even find yourself using it everyday!

Go ahead. Give it a try TODAY. Dress up your expressions of gratitude. "Thank you" will never sound so good.

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