



November 2016

SAYING THANK YOU, THE RIGHT WAY

-AUSTIN CORDS

The other night my wife made an amazing Fajita dinner. As I gobbled it down, the spices, succulent vegetables, and savory nature of the dish captured my complete attention. It was only after dinner that I realized that I hadn't even complimented or thanked her for cooking the fantastic meal, making my gratefulness seem like an afterthought. From that event I learned four takeaways that can even be applied to business relations.

1. Meet the person where they are at

- My wife uses Facebook at lot more than I do, and I should not shy from communicating with her on her preferred channel. This could even allow me to see preferences she has and thank her for the meal by getting her that chocolate bar she was craving or bringing her favorite flower to her.

2. Spotlight their achievement in your own way

- Another way I could have thanked her is by showcasing my appreciation on my preferred channels. That could mean taking a picture and posting it on Instagram commenting, "My wife made some tasty fajitas. She really is a great chef" This type of public affirmation can be fun and show you are truly appreciative.



3. Write a note, make it personal

-In contrast, perhaps the thanks you want to give cannot be put into public venues, or the person does not value that kind of attention. If that is the case, write a specific personal note and give it to them to read at their convenience. I dislike being talked about in a spot I have no control, but I have long kept many simple notes of appreciation.

4. Know their language, and their names

-This last tidbit is a revisiting of the first. Meet the person where they are at throughout everyday interactions. Some people welcome jokes, others prefer seriousness. Some mull over the details, others want to gloss over things that you will take care of. Knowing how to communicate suitably and personally with people shows them that you have gotten to know them, and having their name right solidifies that reality.

Saying thank you is actually more difficult than I thought, and the difference I have found between a hollow 'thanks' and a heartfelt "thank you" is chiefly expressed in how well I know them. With that information and proper effort, my thankfulness will be specifically and meaningfully expressed.

PROJECT SPOTLIGHTS



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PROJECT SPOTLIGHTS & INSTAGRAM UPDATE

Last year we started our own Instagram account. Since then we have uploaded over 200 of our finest projects. We decided this year to expand our Instagram channel by posting certain specials exclusively to the channel and also showing some of the projects each month in our newsletter for customers that don't have an Instagram. Feel free to follow us @printingconnection or #printingriverside for ideas on your next project. Have an Instagram? Let us know and we will be sure to follow!

QUOTE OF THE MONTH

"Pride slays thanksgiving, but a humble mind is the soil out of which thanks naturally grow. A proud man is seldom a grateful man, for he never thinks he gets as much as he deserves." - Henry Ward Beecher

CLOSED NOVEMBER 24TH AND 25TH IN OBSERVANCE OF THANKSGIVING

NOVEMBER SPECIALS

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