



CRAFT YOUR  
PERFECT  
THANK-YOU  
MESSAGE



Why send a manual  
thank-you message  
to your customers?

Can't you just rely on  
the automated one?

Don't be like  
'traditional'  
online  
business.

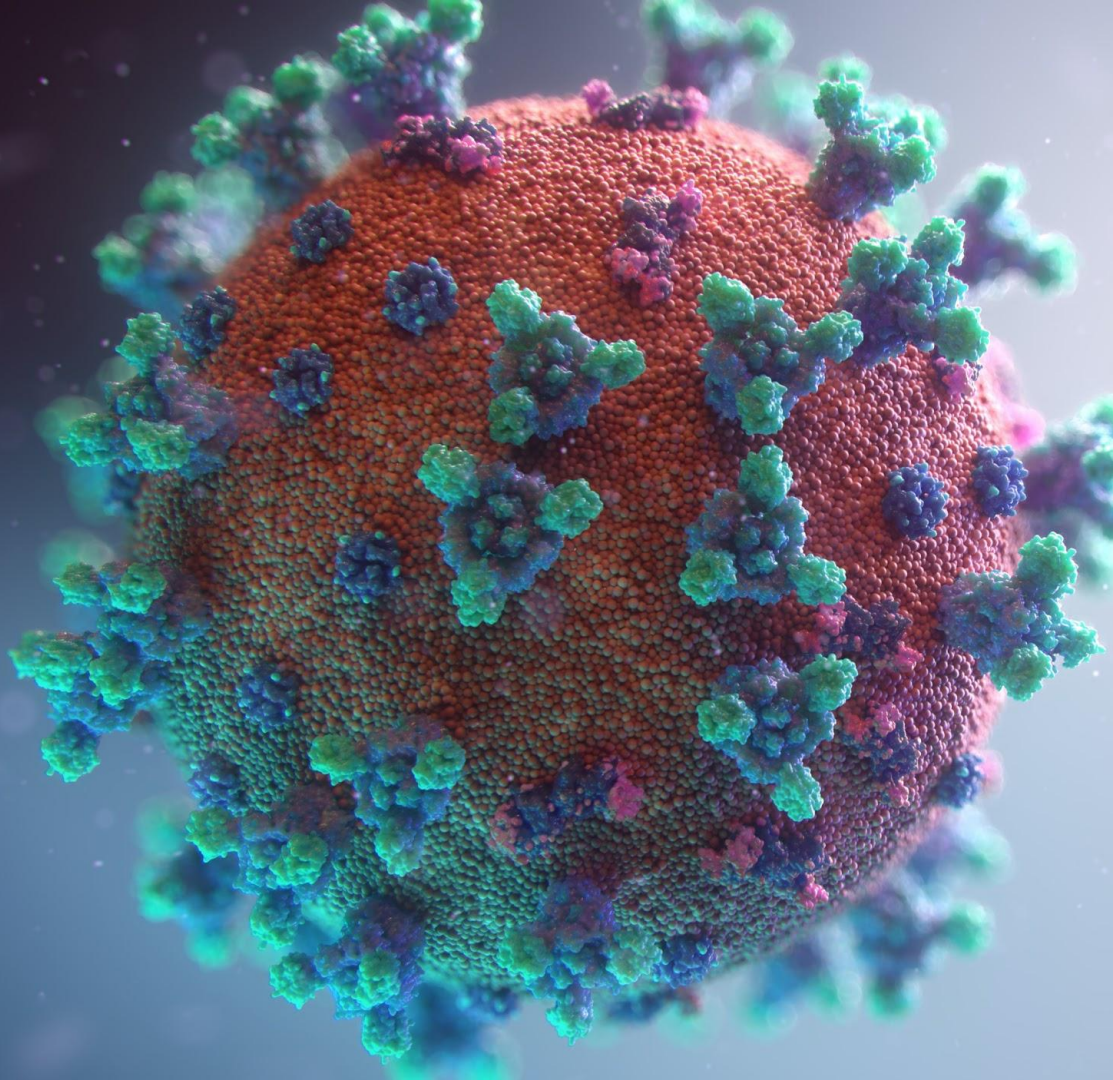


- We're different!
- Handmade is all about the person-to-person connection.
- Embody that.
- Sending a manual thank-you message shows the customer that they matter.
- That you care about them as an individual.
- You WILL stand out from the crowd who don't bother.
- *On Etsy? Use convos (it keeps the conversation on-site in case of any disputes).*



# Now, more than ever...

You **NEED** to build a strong, positive relationship with your customers.




With the shipping  
delays and other  
economic issues  
around Covid-19,  
every customer is  
more precious  
than ever.



## 5 Minute Activity

- What are the core pieces of practical info you need to tell your customers in this email - who, what, where, how, when?
- Make a list of ALL the important details they need to be aware of.
- Share it in the chat if you like!
- Remember - you may have multiple variations - altered details for different products, international vs. domestic, etc. Get all those details down.



# What are the key pieces of practical info you need to include?

- Who's making it.
- How long is production time?
- How will you package it?
- How long will it take to ship to them?
- Is there a tracking number? If so, what is it?
- How can they contact you, and when?
- How can they keep in touch after the sale?



# My original (very BORING) thank-you message...

Hi Megan!

Thanks so much for your order! I'll have your jewellery made and in the mail within 3-5 working days.

Please don't hesitate to get in touch if you have any questions or requests at all.

Also, please note that I'm shipping from Australia, so your order will take 1-2 weeks to arrive. (As stated in my shop announcement, my international shipping deadline for Christmas has passed, so it's likely that this won't arrive in time for Christmas.)

Kind Regards,  
Jess

P.S. If you'd like to be in the draw to win a piece of my jewellery every month, pop on over and sign up to the mailing list - [eepurl.com/fsMfE](http://eepurl.com/fsMfE)

Invoice: [www.etsy.com/your/orders/44297466](http://www.etsy.com/your/orders/44297466)

*"This should be the next book you read. Urgent, leveraged and useful,  
it will change your business like nothing else."*

—Seth Godin

# the fortune cookie principle



BERNADETTE JIWA

Then, I read a book  
that changed how I  
thought about my  
brand story.

[The Fortune Cookie  
Principle.](#)



Now, it's time to get real.

This can be difficult, but **it's what will revolutionise your message.**

## International

Hi Firstname,

I wanted to say a personal thank you for purchasing a piece of Epheriell jewellery! Your purchase means that me, my husband, and our kitties can keep living the life we love: waking up each morning as our own bosses, [handmaking](#) modern, recycled sterling silver jewellery from our home studio.

YOU are the reason we get to live our dream – thank you. I'm honoured that out of all the things in all the world, you've chosen to spend your hard-earned money on one of our creations – that's really amazingly fabulous of you.

Sometime in the next 1-2 weeks, my husband Nick and I will sit down in our jewellery studio in sunny Queensland, Australia, and handcraft your jewellery with care and passion. You're not getting a pre-made stock piece – we'll make your jewellery specifically and specially for you alone.

Once we've decided that your jewellery is as beautiful as we can possibly make it, Nick will carefully wrap it up, finish it with a ribbon tied in a bow, and slip it into a bubble mailer, in which it will safely nestle as it embarks upon its epic journey from my hands to yours. We'll be in touch to let you know when it's on its way.

As your abode is across the ocean from mine, this journey will take 2-4 weeks.

\*\*\* Please note that tracking isn't included as standard with international orders. If you'd like to upgrade to include tracking, please let me know and I'll notify you of the upgrade cost for your country.

Being able to talk and work directly with you is one of my absolute favourite things about being an artisan, so if you have any questions or requests, please message me at any time! I'll reply within 24 hours (excluding weekends) and help you out in any way that I can.

In Happiness,  
Jess

P.S. If you'd like to follow the Epheriell journey, you can connect with me on instagram (@Epheriell), AND, if you'd like notifications of new products and special treats, subscribe to our email list right here – <https://www.subscribepage.com/epheriell>.

Hi Firstname,

I wanted to say a personal thank you for purchasing a piece of Epheriell jewellery! Your purchase means that me, my husband, and our kitties can keep living the life we love: waking up each morning as our own bosses, [handmaking](#) modern, recycled sterling silver jewellery from our home studio.

YOU are the reason we get to live our dream – thank you. I'm honoured that out of all the things in all the world, you've chosen to spend your hard-earned money on one of our creations – that's really amazingly fabulous of you.

Sometime in the next 1-2 weeks, my husband Nick and I will sit down in our jewellery studio and handcraft your jewellery with care and passion. You're not getting a pre-made stock piece – we'll make your jewellery specifically and specially for you alone.

Once we've decided that your jewellery is as beautiful as we can possibly make it, Nick will carefully wrap it up, finish it with a ribbon tied in a bow, and slip it into a bubble mailer, in which it will safely nestle as it embarks upon its epic journey from my hands to yours. We'll be in touch to let you know when it's on its way.

Since you're a fellow Aussie, shipping should take 3-5 days.

Being able to talk and work directly with you is one of my absolute favourite things about being an artisan, so if you have any questions or requests, please message me at any time! I'll reply within 24 hours (excluding weekends) and help you out in any way that I can.

In Happiness,  
Jess

P.S. If you'd like to follow the Epheriell journey, you can connect with me on instagram (@Epheriell), AND, if you'd like notifications of new products and special treats, subscribe to our email list right here – <https://www.subscribepage.com/epheriell>.



Greeting



Thank you, and why this sale matters to you.



Who is making what, where, and how long will it take?



How is it being shipped, and how long will it take?



How and when can the customer talk to you?



Salutation



P.S. How to stay in touch past the transaction.

Hi Firstname,

I wanted to say a personal thank you for purchasing a piece of Epheriell jewellery! Your purchase means that me, my husband, and our kitties can keep living the life we love: waking up each morning as our own bosses, [handmaking modern, recycled sterling silver jewellery](#) from our home studio.

YOU are the reason we get to live our dream – thank you. I'm honoured that out of all the things in all the world, you've chosen to spend your hard-earned money on one of our creations – that's really amazingly fabulous of you.

[Sometime in the next 1-2 weeks](#), my husband Nick and I will sit down in our jewellery studio in sunny [Queensland, Australia](#), and [handcraft your jewellery](#) with care and passion. [You're not getting a pre-made stock piece – we'll make your jewellery specifically and specially for you alone.](#)

Once we've decided that your jewellery is as beautiful as we can possibly make it, Nick will [carefully wrap it up, finish it with a ribbon tied in a bow, and slip it into a bubble mailer](#), in which it will safely nestle as it embarks upon its epic journey from my hands to yours. [We'll be in touch to let you know when it's on its way.](#)

[As your abode is across the ocean from mine, this journey will take 2-4 weeks.](#)

\*\*\* [Please note that tracking isn't included as standard with international orders.](#) If you'd like to upgrade to include tracking, please let me know and I'll notify you of the upgrade cost for your country.

Being able to talk and work directly with you is one of my absolute favourite things about being an artisan, so [if you have any questions or requests, please message me at any time! I'll reply within 24 hours \(excluding weekends\)](#) and help you out in any way that I can.

In Happiness,  
Jess

P.S. If you'd like to follow the Epheriell journey, you can [connect with me on instagram \(@Epheriell\)](#), AND, if you'd like notifications of new products and special treats, [subscribe to our email list right here – <https://www.subscribepage.com/epheriell>](#).

## **Covid-19 Addon**

*I have added both the following to our message.*

YOU are the reason we get to live our dream – thank you. I'm honoured that out of all the things in all the world, you've chosen to spend your hard-earned money on one of our creations – that's really amazingly fabulous of you. **Especially right now, it means more than ever.**

*(Then, in the shipping section:)*

>>> Given the current pandemic, please be aware that it may take [a little longer than normal] (*or, you can add the actual delay to their country for international orders*) for your order to arrive due to reduced flights, and we are reducing our shipping frequency to once per week as we have to go into the post office to ship.

*I have also changed the shipping details in the 2 messages above to reflect our changing shipping circumstances during Covid. Don't be afraid to make these tweaks to your thank-you messages where necessary now or in the future!*



# Download

Grab a pdf copy of my thank-you messages [here](#).



## 5 Minute Activity

- *It's time to weave the practical into a message that will make people care.*
- Consider: what difference does this sale make to your life? Get honest and vulnerable here.
- What makes your business and brand unique?
- What is similar about you and your target customer - what do you (and likely they) care about?
- If you like, share what you've written in chat for some feedback! (You can also do this in the Circle FB group over the next few days...)

# Further Resources

Workshops & Podcasts

- Workshop: [What's your Brand Promise?](#)
- Course: [Brand Your Craft](#)
- [Branding Blunders to Avoid](#)
- [How Branding Shapes the Story of your Business](#)



# STEPS TO IMPROVE YOUR PRODUCT PHOTOGRAPHY