



MEANINGFUL MESSAGES

A guide to professional notes for every occasion



Selecting gifts on behalf of your company is a great opportunity to make an impression and solidify business relationships. It's also a lot of pressure—especially when it comes to saying the right thing.

The experts at Spoonful of Comfort have compiled some “best of” messages for a variety of occasions. Plus, these examples are hand-picked for professional use. Save this guide as a quick reference for sending gifts, writing cards, and even composing emails. You'll find more ideas and quotes on the Spoonful of Comfort blog. Happy writing!





BEST PRACTICES

Feelings of comfort and care are universal. They're not out of place in business correspondence, but there are some best practices to keep in mind.

Use the right greeting.

Preceding a person's name with "Dear" is fully acceptable. If it feels too personal, consider a greeting related to the occasion ("Happy holiday, Mrs. Young") or just using their name.

Address the person as you usually would in the business relationship.

For some people, that's using their first name. For others, using their title may still be appropriate (Dr. Smith or Judge Jones).

Make your message personal and unique to the business relationship.

For example, Instead of "We're glad to work with you," consider being more specific: "We look forward to finishing your project in the coming months."

Reference your gift, when appropriate, and why you chose it.

"We hope you and your family can enjoy this meal together" or "We hope some soup helps you feel better soon."

Consider adding a quote if it complements your personal message.

Use a closing signature that's warm, but not too personal.

Best wishes, Be well, and Warmly are good all-purpose choices.



CONGRATULATIONS

Everyone likes being acknowledged, whether for a simple task or for reaching a new milestone in life. Here are ten simple one-liners to get you started. Customize with the reason for congratulations, and add a line or two of your own to personalize the message.

- You've worked hard for this. Well done and congratulations!
- Your efforts are inspiring. Congratulations!
- We're cheering you on. Congratulations on the great news.
- We love it when good things happen to good people like you.
- You believed you could, and you did. Congratulations!
- So pleased to see you accomplishing great things.
- Congratulations on a job well done.
- Simply overjoyed to hear your good news.
- We're excited for you and wish you the very best.
- This calls for celebration—by all of us. Congratulations!

BIRTHDAY

Each person's birthday is a day to celebrate—and everyone enjoys having it recognized...even if they don't like making a fuss. Greetings like these help a colleague or client feel appreciated and valued, both as an individual and as an important part of your business.

- You are truly appreciated each and every day, but today is extra special. Wishing you the happiest of birthdays!
- Working with you is such a pleasure. Now it's our pleasure to celebrate you. Happy birthday!
- Thank you for all your hard work this past year. Wishing you a happy birthday and a great year to come.
- We feel so lucky to have you and hope you have the most wonderful birthday!
- You make each workday more enjoyable just by being you. Let us help make your special day even more enjoyable. Happy birthday!
- You are the very best at what you do. Now have the very best birthday!

- You are such an important part of our team...but today is all about you. Wishing you the happiest of birthdays!
- Our warmest wishes for a happy birthday and sincere thanks for all your hard work.
- On behalf of everyone at [company], we hope you have a wonderful birthday. Thanks for all you do!
- It's been a great year and we couldn't have done it without you. Time to celebrate! Happy birthday!





WELCOME TO THE TEAM

With talent scarcity and high turnover among the biggest challenges in today's job market, it's essential to engage and retain quality employees from the get-go. Giving new employees a warm welcome eases their transition, contributes to strong peer relationships and helps them settle in quickly. One of the simplest and most effective is a sincere message of appreciation for having them join your team.

- Happy Start Day, [name]! We look forward to your new journey with us. Welcome aboard!
- Welcome aboard, [name]! We're glad to have you be part of our team.
- Welcome to our team, [name]! We know that starting a new job can be overwhelming. Please let us know how we can help get you settled in, comfortable, and ready to do great things.

- Welcome aboard, [name]! Even as the newest member of our team, we hope you won't hesitate to jump right in, speak up and try new things. We're excited about the talent and skills you bring and are delighted to have you.
- Congratulations on your new position! On behalf of everyone here at [organization], we would like to extend our warmest welcome and best wishes.
- Welcome to the team, [name]! We are thrilled that you've joined us. You're going to be a valuable team member and we can't wait to see all that you accomplish.
- Happy Start Day! We hope we've made you feel welcome and look forward to a long and successful collaboration.
- A warm welcome and congratulations on your new position! We know you'll be a great asset to the company and look forward to working with you.
- Congratulations on becoming the newest member of our team! The whole company welcomes you, and we look forward to a long and successful journey together.
- Welcome aboard, [name]! You're joining a team that's enthusiastic, creative, and committed. We know you'll fit right in.



NEW BABY

Of all the important life events, the arrival of a new baby is as significant as it gets! It's also deeply personal, so choosing just the right sentiment can be quite nuanced: Is this their first child? Did they have twins? Was this an adoption? Including a reference to the employee's partner or spouse (if appropriate) or the baby's name adds a thoughtful touch. Here are some ideas to get you started.

Congratulations

- We're so happy for you and [spouse/partner]. You deserve all the baby bliss!
- We're sending our warmest welcome to baby [name]!
- You'll be a wonderful parent. Congratulations to you and your family.
- Warmest wishes to you and your sweet new baby.
- Please take this time to rest, recover and be with those you love.

Humorous

- Congratulations! And, yes, your baby is way cuter than all the other babies.
- Congratulations! Enjoy the miracle of life (and the miracle of sleep).
- It may seem like a lot, but parenthood gets easier after the first 18 years. You'll be great!
- Your baby hit the parent jackpot!
- We heard you have a new roommate. Congratulations!

First Child

- Welcome to parenthood! You're going to be an amazing [mother/father].
- Now that you're in the parenthood club, here's a little secret: None of us know what we're doing. Wishing you all the best!
- Buckle up! It's going to be an exciting ride!

Twins

- Congratulations...and congratulations!
- You've never been afraid to take on big projects! Congrats on your twins.
- Double congratulations on the birth of your twins.

Adoption

- This baby is a precious gift and you are a blessing to [him/her]. Congratulations on your beautiful family.
- Sharing the warmth and love of a family is a wonderful thing. Best wishes and sincere congratulations.
- Wishing your growing family all the best. Congratulations on Adoption Day!



GET WELL

Get well messages can feel like they may blur the lines between personal and professional relationships. Here are some basic principles (and related examples) to keep in mind.

Keep it short.

The person reading your card is probably tired and not feeling up to a long letter.

- Hoping you find strength with each new day. You are in our thoughts.
- Best wishes that you will soon be back to doing all the things you love.
- Work isn't the same without you there. Once you feel better, we'll feel better too.

Be meaningful and specific.

Include an inside joke. Make a reference to your team. Say something about what's going on in the office and around the proverbial water cooler.

- The team, cleaning crew, and vending machines all send their best for a quick recovery.
- Looking forward to seeing you back at our 4th floor home away from home.
- I was sorry to learn that you are unwell. Don't stress about missing work. And don't worry, we'll save some for you.

Offer peace of mind.

While you don't want to make promises you can't keep, you can help someone feel that you've got things under control while they're gone.

- Bryan and I are calling your clients until you're up and around again.
- Don't worry about the monthly reports. We've got them covered.
- For now, let somebody else do all the doing. Our team is covering your shifts.

HOLIDAYS

Sending holiday cheer does have a few rules of etiquette, but there's plenty of room for fun, customization, and creativity. Here are some of the thoughtful holiday wishes we've seen corporate clients share.

Clients, Customers, and Vendors

- We couldn't be happier about the business we did together this year. Now, time to relax and enjoy the season! May your holiday be filled with peace and prosperity.
- During this holiday season we express our deepest appreciation to those who have made our success possible. Thank you. We wish you a wonderful holiday season.
- We are most grateful as we reflect on your loyalty this year. We look forward to continued collaboration in the coming year together.

Colleagues

- Your commitment, creativity, and innovation have helped us achieve great things this year. Thank you for all you've done. Wishing you a joyful holiday season.
- Thank you for your excellent contributions this year. You are appreciated. Have a wonderful holiday season.
- Your commitment and dedication show through in all you do. Thanks for making our team better. Here's to a great new year!





APOLOGIES

Mistakes occur in every facet of our lives, including work. When you recognize your own, it's helpful to master the art of the apology. These steps can help.

Say you're sorry.

This can be as simple as saying, "I'm sorry, I made a mistake," or "I shouldn't have done that."

Take ownership.

This is when you say, "I take responsibility for _____." You can objectively describe what happened according to your understanding but remember to keep it brief. Never shift the blame to someone else.

Make it right.

You can say what you're doing to fix the situation. A great way to indicate your sincerity is to share what you've learned from the experience. "I learned that when I _____, _____ happens. I'm going to _____ in the future to make sure it doesn't happen again." Then, follow through on your word.

The best apologies come when you can effectively put yourself in the other person's shoes. Be sincere. Be humble. Show that mistakes shouldn't prevent the company, others, or yourself from moving forward.

SYMPATHY

It can be hard to know what to say when someone experiences a loss. That's okay. Here are some things to remember when expressing sympathy, plus a few examples of genuine words you might share.

Set the right tone

Don't use emojis, slang, abbreviations, or casual references. Stick with simple messages of concern to avoid the possibility of being melodramatic.

Avoid what you don't know

You may not be aware of a person's religious beliefs or their relationship with the deceased. Maxims like "they're in a better place" or "I know you'll miss them greatly" may not offer the intended comfort.

Avoid advice

This is not the time for sermons, life wisdom, or comparisons with your own personal losses. Simply offer support and empathy in a sincere way.

Concise is okay

Brevity is a general best practice in professional messages. Consider what you're trying to communicate and stick with it. There's no need to amplify.

Some examples:

- Our words and best wishes cannot take the loss away, but we hope this offers some comfort to you right now.
- Sending you our warmest wishes. We are so sorry for your loss.
- We hope this relieves a small part of your burden right now. Our thoughts are with you and your family.





THANK YOU

Studies show that people respond well to appreciation and that it can be a powerful motivator for success. Say thank you for actions big or small with a card and perhaps a small gift of appreciation. Here are some words to get you started.

Boss/Manager

- I appreciate your example and leadership
- Thank you for the opportunities you provide
- Thank you for being observant
- Thank you for making this a great place to work

Employee

- Thank you for your hard work
- Your positive attitude makes a difference for everyone
- Your talent/dedication/relentless effort is an asset to our company

Coworker

- Because of you, work is a great place to be
- Thanks for your example
- It's great to work with someone so talented

Customer/Client

- Thank you for being a loyal customer
- I look forward to working with you again
- Thank you for the [gift, referral, project, etc.]

A group of people are sitting around a wooden table in a bright, casual setting. A woman in the center is smiling and holding a cookie. There is a bowl of soup, a box of cookies, and some bread on the table. A small potted plant sits on a side table in the background.

SPOONFUL of COMFORT

You can find more writing tips and gift ideas online:

www.SpoonfulOfComfort.com/blogs/corporate