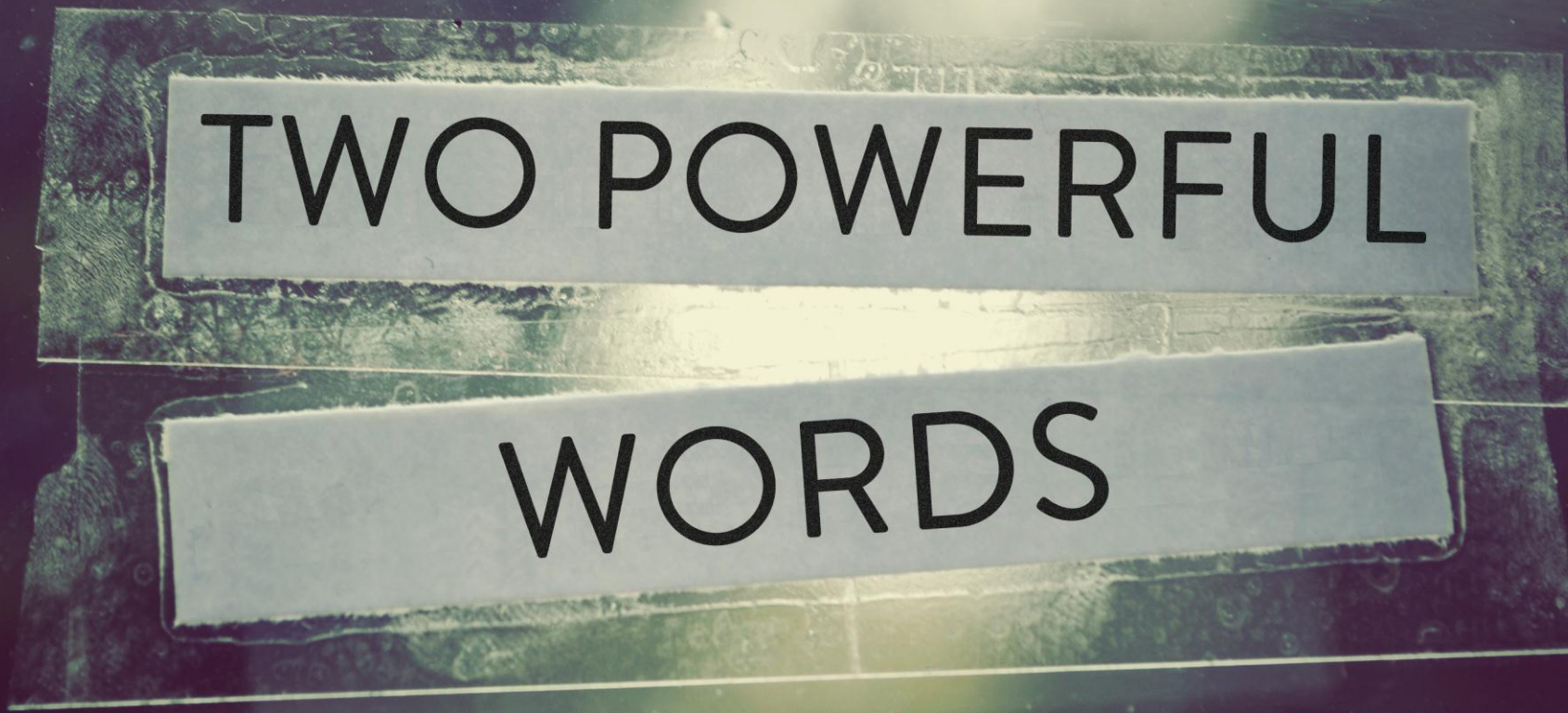


Revolutionize Your Work, Relationships,
and Life with the Power of Gratitude!



TWO POWERFUL

WORDS

by Matt McWilliams



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1. Mary's Story



Mary finally shut down her computer and tucked her chair under her desk.

It was 12:42 A.M. and she was finally leaving the office. She'd be back in less than six hours for the executive team meeting, during which they would likely decide on another round of layoffs, including at least two of her remaining eighteen team members.

She was the Vice President of Sales for a company that at its peak had more than two hundred employees. Today, they had slightly more than two-thirds that many with another round of layoffs on the way.

Times were tough and her team was stressed to the breaking point. Almost half of their co-workers and friends had been laid off. Those remaining had their resumes ready and spent every spare moment looking for jobs. Morale was at an unmanageably low point.

As Mary prepared to step back into the office from the cold winter chill while her car warmed up, she remembered



that she had forgotten to do one last thing before she left. So she trudged up to her office, reached into the top left drawer and retrieved a small envelope with the name “Henry” on it. She took the envelope and its contents, a short, handwritten note, to Henry’s office and slid it under the door.

“No one writes handwritten notes anymore,” Mary thought to herself. “He’ll probably think I am after something.”

By morning, Mary had forgotten all about the note. Four restless hours of sleep, a quick shower, and two strong cups of coffee after she left the office last night, she was back. Sure enough, the team decided to lay off another twelve people including two from Mary’s sales team.

As she exhaustedly sunk into her chair, with the weight of two more pink slips crashing into her shoulders, she heard a knock on her door and invited the visitor in. It was Henry, holding the note.

Henry looked the part of an ex-Marine, but Mary had never taken the time to find out if he was. Six-feet tall, clean-



shaven head, and noticeably muscular structure, Henry seemed like an impenetrable fortress of manhood. To Mary, he was direct, cold, and all business. He was Mary's last choice to be the recipient of her first thank you note. Nevertheless, he had helped her immensely earlier that week with next year's forecast and so it made sense to thank him.

"Mary, I just wanted to thank you so much for writing this and leaving it for me this morning," Henry opened up. "***It means a lot to know that my help was appreciated.*** If you ever need anything else, just let me know."

He turned to leave, but before he could reach the door, Mary spoke up.

"I meant it. I could not have gotten through last week without your help. With all of the budget cutbacks, I couldn't make sense of how to make the conferences fit into the budget."

"No problem at all," said Henry. "Anytime."

And with that, he was gone.



Within a week, Mary had learned more about Henry than she had learned in the previous two years working with him.

He was not a former Marine, but did serve as a Reservist in the National Guard. His two-week vacation every year went to training and his family was fearful that at any moment he would be called to fight overseas.

They were able to help each other with two difference projects. And Mary was able to lend Henry two of her team members to help beta test new software. Henry, in turn, wrote a thank you note to Mary for doing so.

Mary continued to write thank you notes and continued to form closer relationships with all of her colleagues and direct reports. She even began to leave post-it notes on computers and write messages to her team on their white boards.

But it was her handwritten notes that quickly became the talk of the company.



Team morale was noticeably improving. It didn't take long for others outside the department to notice. When other executives asked why, she reminded them of the notes that they themselves received from her.

“Gratitude,” she said. “We share our gratitude and that has made all the difference.”

“You know, I got a thank you note from one of my programmers last week,” T.J. told her. “On paper. Paper! I didn't even know programmers knew how to write with a pen.”

The Thank You Revolution was spreading. The company culture was changing. Morale was skyrocketing.

Now if this was a Hollywood story, what would come next is the sudden resurgence of company profits, the returning of all of those who were laid off, and the promotion of Mary to CEO.

But this isn't a Hollywood story. In fact, five weeks after Mary's first note, seven more people were laid off, thankfully none



Tip

If you are a leader, take the time to teach your team these skills.

from her department. She only wrote her first note nine weeks before she shared her story with me. We have yet to see what will result financially from the Thank You Revolution taking hold of her company.

It only took nine weeks for a culture of gratitude to institute itself in her company. In the past four weeks, the average person, she estimated, has written ten thank you notes each. And it shows no signs of stopping.

Managers reported more openness with their team members. Customers showed increased satisfaction and one CEO even responded to a thank you note with a referral to a CEO friend of his who was on the board of a large non-profit that is likely to become the company's largest client.

Team members were arguing less. Married people even reported better relationships with their spouses. The Thank You Revolution was not confined to work.



All in nine weeks.

That is the Power of Gratitude.

That is a story from the Thank You Revolution.



2. Igniting a Revolution



Thank you.

Two words not said enough, by bosses, by spouses, by friends, or by strangers on the street. We can change that.

That was my mission when I wrote my first post on thank you notes, entitled “[A Thank You Revolution.](#)”

What became of it was more than I ever imagined. Mary’s story is one of many that I have received via email, guest posts, and even via thank you notes themselves.

These are their stories.

But more than just reading some great, inspiring stories, I want this book to cause you to take action.

A revolution needs an army.

All of the stories have led me to conclude that spreading the revolution...recruiting volunteer soldiers if you will...is one of my core missions in life.



I want to enlist you today to be a part of the Revolution.

What does that mean?

It means I want revolutionaries who are willing to:

- Commit, for at least one year, to joining me in writing at least one handwritten thank you note per week.
- Share your thank you story with me and possibly have it published. When something amazing happens, I would love to hear about it.
- Tell others about the revolution.

That's it.

Do you want to change the world one “thank you” at a time?

We can. I can feel it.

Are you in?



If you are, you have to let me know. To enlist [go here and sign-up](#). Each week I will share a special message with you to keep you on the right path.

And feel free to let others know about this.

Tell them ***“I am a part of the Thank You Revolution!”***



3. Jon's Story



For whom are you grateful?

Do they know that?

How have you told those people?

Jon Stolpe has really taken The Thank You Revolution to heart.

Jon is also a writer and blogs daily at [Jon Stolpe Stretched](#). He lives in Pennsylvania with his wonderful wife, Leanne, and their two kids. He wrote this story for my blog in December 2012 and I share it with you now. Here is Jon's story:

A couple of months ago, Matt posted about starting a Thank You Revolution. I don't know if you remember that post, but I took him up on the challenge. Matt's challenge involved writing a Thank You Note (or notes) every Thursday. He encouraged readers to put a recurring reminder on your calendar to make sure we remembered to write a note.

“My world has been rocked by the Thank You Revolution.”



Since I read [Matt's post](#) about the Thank You Revolution, I have delivered a handwritten Thank You note to someone in my company ***every Thursday.***

Typically, I have left the note in the company mailbox of an unsuspecting recipient. Occasionally, I have dropped a note on someone's desk at the end of the day. In each case, I haven't made a big deal out of the delivery. ***I have intentionally waited until the end of the day to deliver the message.***

In most cases, the notes are discovered the next day when the recipient retrieves his or her mail. Sometimes it takes a week or two before the notes are discovered. In most cases, the response has been amazing.

Co-workers have come up to me after receiving their notes and expressed their surprise and gratitude. They are overwhelmed that someone would recognize their actions and attitudes in the office. They have been so appreciative of a



simple note that took me only a few minutes to write and deliver.

One powerful story...

A couple of months ago, we hired a young man to fill a support role in our department. One of his responsibilities is to order cell phones and set them up for employees throughout our office. I received his assistance in setting up my new iPhone, and I really appreciated his persistence and positive attitude in providing support to me.

The next day, I wrote him a thank you note expressing my gratitude for the things I mentioned above. One week later, he picked up the message in his mailbox. As I was walking through the office, I noticed that he had his Thank You note displayed on the shelf in his office. Later that day, he came up to me and thanked me for thanking him. You should have seen his face. It glowed as a smile stretched across his face.

There is tremendous power in basic gratitude.



We live in a culture where most everyone is focused on himself or herself. We have come to expect hard work and little appreciation. Yet the reality is we all want to be appreciated.

And gratitude is contagious.

Whether you consider yourself a leader or not, you can become part of the revolution right now, right where you live and work. Try it!

It is truly this simple:

1. Grab a box of thank you notes from a local store or [online](#) (affiliate link).
2. Schedule a recurring reminder on your calendar.
3. Observe those around you doing great things.
4. Write a simple thank you note. It's not that hard. Read Matt's post for a simple formula for writing them.



5. Deliver it to an unsuspecting recipient.
6. Sit back and watch what happens.

I dare you.

[Join the Thank You Thursday Revolution.](#)



4. This is How You Do It



So how do you write a thank you note exactly?

For years, that simple question held me back. For far too long my fear of not knowing what to write kept me from expression gratitude to others. It held back my career, limited my income, and definitely hurt some relationships.

Then I wrote one. And another. And another.

And they were almost identical to each other.

I have inadvertently developed a formula. And it was working very well.

I was soon writing thank you notes en masse. Two here, three there. Ten or more in a week. And it was so easy.

People were commenting on them. I was getting return notes. The revolution was spreading in my sphere of influence.

So what is that formula?



Here is what I use and an example “thank you” email:

- **Greeting**
- **First paragraph:** One sentence. “Thank you for _____.”
- **Second paragraph:** Two sentences. What it meant to me, how I will use their help, I couldn’t have done it without you, etc.
- **Third paragraph:** One or two sentences. “Thank you again” and any closing remarks.
- **Closing and signature**

Here is an example:

Hi Mark,

Thank you so much for the referral to [client name].

I had a great talk with Joe and we are planning another call next week to finalize the contract. I look forward to working with such a great company.



Tip

*Don't make it
complicated.
Write from the
heart.*

Thank you again and please let me know when you will be in Chicago next. I would love to swing over and catch up over lunch.

All the Best,

Matt

Yes, it really is that simple.

Do not let fear of writing hold you back. You might not even follow that formula. Make your own.

If you are struggling for words, you might literally write something as simple as this:

Lucy,

Thank you for helping with the company retreat.

I could not have pulled it off without your help.



If I can ever return the favor, please let me know.

Joe

Don't try to be Shakespeare here. Write from the heart.

Thank them, express the meaning, and offer to return the favor, or meet soon, or something.

The act of expressing gratitude in written form is what matters.



5. Pat's Story



“English is not my first language,” Pat wrote. “And in India we are not taught to express our feelings in business.”

So Pat (Short for Parthapratiim) never thought he could write thank you notes.

“I read your post,” he began. “And I thought it was a good idea but not for me.”

“I run an IT department of mostly younger people. We rarely use actual paper.”

Pat runs a department of twenty-four people for a multinational company. The culture, as he describes it, is very “professional.”

Pat ignored the post for two weeks until one day, as if by divine appointment, he got a handwritten thank you note from a friend in his IT managers group. Pat had helped him with a project in his company as a favor and a week later, Pat had a note from him in his mailbox at work.



He read the note, sat back and reveled in the feeling. As he perused through his RSS feed, the seeing my blog reminded him of the Thank You Revolution post.

“At first, I was sad,” Pat wrote. “I didn’t want to do it but it was like I couldn’t avoid it any longer. So I ordered some cards and had them rush delivered. I knew if I didn’t start that week, I would never start.”

Pat wrote seven his first week. “I had a lot of people to thank in my backlog.”

Pat has been writing thank you notes for three months as of this writing. The cubes of this team are littered with them. Team members’ notebooks have them as bookmarks. ***His boss, the CTO of the company, has one of Pat’s notes behind his desk on display for all to see.***

“It’s kind of crazy,” Pat confessed. “I was almost hoping they would not work. I wrote seven and didn’t write another one



for two weeks. ***But then I started noticing that my guys had them in their cubicles, so I wrote some more.***

His team members consider them a badge of honor. His colleagues have begun to do the same and he was recently asked to make a presentation to the executive team about the impact of them in his department.

He was nervous as he prepared. He would be facing the eight leaders of the company. He had never met any of them other than the CTO.

As he was preparing his slides and speech, he realized that the presentation was boring and unemotional.

“I had two days left,” he told me. “I basically had nothing. I threw out my entire presentation and started all over.”

The day before the meeting, with a still blank presentation,



one of his programmers asked for his help and as Pat was leaving his cubicle, he had the epiphany he had been looking for.

“I saw the card I had written him tacked to the corner of his side wall,” Pat wrote. “His name is David and he had recently confessed to me that three months ago he was ready to quit.”

“The second note I ever wrote was to him. He told me that no one had ever done that for him.

“David is my best programmer. Losing him would have been horrible. ***The note caused him to stay.***”

So Pat opened by sharing that story. Then he shared slides showing pictures of the notes around the office. He even asked the CTO to bring his with him and read it.

The entire presentation lasted only four minutes. He received a rousing ovation from the executive team. They asked him for a resource guide to use. He told them about the Thank You Revolution.

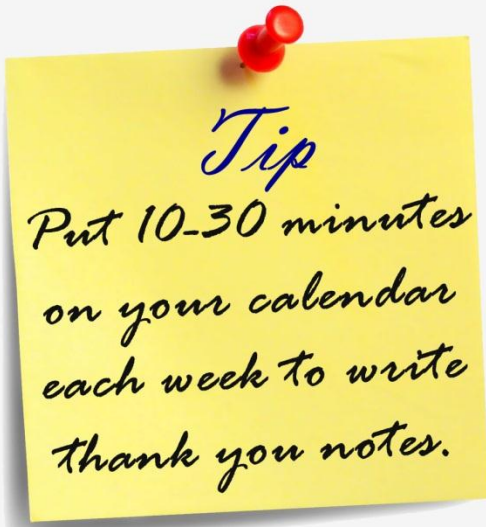


His company is now considering adding this as a part of their training. Pat reported that ***each of the executives wrote him a handwritten thank you note within a week of the presentation.***

And so it continues to grow...one person, one note, one stroke of the pen at a time.



6. Make The Time



So have you started sending Thank You notes yet?

I'm not messing around. A revolution doesn't start with a spark. It starts with gunfire. With cannons. It starts with action.

One of the common excuses I hear when it comes to not writing notes is:

“I don’t have the time.”

That is a load of crap.

You **do** have time. If you're a slow writer, have to get the stamp on perfect, and have to whittle your notecards directly from the tree, they take five minutes.

Find five minutes TODAY and write one. Don't know how to write a five-minute thank you note? See [chapter four](#).



Read [Mary's story](#) again. Read [Jon's](#). Read [Pat's](#).

Can you find ten minutes a week to have that kind of an impact on your career, your marriage, your friendships, your finances?

You know that you can. Now go do it!



7. Find Someone



“I don't have anyone to write to.”

That is the other pathetic excuse I often hear.

Really?

You don't have anyone to thank? No one helped you at all this week?

Did someone at work offer a helpful piece of advice?

Say thanks.

Did your spouse cook dinner? Make the bed? Do a great job helping the children get ready for school?

Tell him or her thank you.

Did your garbage man pick up the garbage?

Thank him.

Did your children clean up their rooms?



Tell them how proud you are of them and thank them with a written note.

Is there anyone in your life for whom you are generally thankful? Your spouse, friends, children, boss, pastor/rabbi/priest, former teacher?

Tell them so in a way that lasts a lifetime.

People keep written notes for years, sometimes lifetimes.

Your words have the potential to be reread next year and the year after and for tens of years afterwards.

"Thank you" opportunities are all around.

You had better find someone to thank. Now.



Write that first note today. Do not delay. Do not make excuses. Write.

Then tell your friends about the Revolution. Tell them to join.

Together we are creating cultures of gratitude and changing the world.



8. Leo's Story



“Your blog post on Thank You notes changed my life.”

It was a Wednesday afternoon when I got an email that started with those words from Leo.

I immediately contacted him to ask if he would be willing to share his story. He, thankfully, agreed. Here is my interview with Leo about his experience with the Thank You Revolution.

This interview took place in January 2013.

Me: How and when did you first hear about the Thank You Revolution?

Leo: Jon Stolpe wrote a guest post on your blog and mentioned it on his. This was in December 2012. Only a month ago. I read it and immediately put everything into place you talk about. I



might have even gone overboard. ***I became obsessed with writing thank you notes.***

Me: I can think of worse things to be obsessed with.

Leo: Very true. But I would literally wake up in the morning and think of someone. I would be taking a shower and think of someone and have to write a note to remind me to write a note. I'd record them in the car, email myself reminders, and it got to the point where ***I make sure I carry notes with me everywhere.***

Me: Wow. So to whom did you write your first note?

Leo: At first it was all work-related. I saw it as a means to an end at first. The means was thank you notes and the end was career advancement. I wrote my first one to a colleague who defended me in a meeting. He might have saved my job. I wrote the next few to other colleagues who had helped me, team members, and my former mentor. And a few to vendors and clients of mine.



Tip
Mail a note to
someone you work
with or a family
member.

Me: I assume it wasn't the notes to your colleagues that caused you to say the practice changed your life. Is that correct?

Leo: Ha! That is correct. I went back to the post a few days later and read the comments. I read more posts on your blog about it and realized that they **weren't only good for a work setting.** About a week before Christmas...so this was my second week of writing them, I started writing them for my family.

I wrote the first one to my wife. I left it for her taped to the fridge before I left for the office. Later that day, I mailed one to each of my children.

Me: How many children do you have?

Leo: Three.

Me: Why did you mail them to the children?

Leo: My kids light up each month when they get a letter from



their grandmother and any other times they get mail. I wanted them to have that special feeling in a letter from me. I also knew they would get it while I wasn't home.

Me: So what resulted from those first letters?

Leo: Well I forgot to mention that I did something else. I knew that there would be times when life got in the way and I would forget to write a note to my wife or kids so I wrote a huge backlog of them. Thank you notes for everyday things. I left a few of them in various places for them to find and kept a few others for later use.

In the first few days, I knew that my wife had found three of them and the one I left on the fridge, so four total. She didn't say anything until the fourth day. She told me how thankful she was for me working so hard and providing for the family, how proud of me she was for my recent promotion, how thankful she was that I was usually able to take off the entire weekend with the family, and ***how loved the letters made her feel.***



Me: You mentioned in your email to me what has happened since Christmas. What does your family call itself now?

Leo: ***We call ourselves a Thank You Revolution family.***

Me: I love it! Tell me what that looks like.

Leo: My wife began writing notes for me and the kids too. She also writes them for her parents, friends and even wrote one for our pastor and church leadership. She signed it from both of us thankfully.

We write notes and leave them everywhere. I

find them in my lunch at work, my underwear drawer, even once in a sock. Honestly, that kind of hurt, but it was the thought that counts. Our kids find them tucked in books, highlighted words in books, taped inside their backpacks, everywhere we can think of each other. They even write them to each other!



Me: All in a three week span?

Leo: Exactly. It has, pardon the pun, revolutionized our family.

Me: And what about your work? What has the result been there?

Leo: It's taking a little more time to catch on there but I did get two thank you notes right after the New Year thanking me for my help with the year-end inventory. One of my friends who works in the warehouse for our company was bemoaning that they had to work New Year's Eve and Day to finish the inventory this year. I showed up both mornings at 5:00 A.M. to help. I got notes from him and his boss. Those are the first two handwritten notes I have ever gotten from colleagues.

And people are beginning to talk. I'm slowly ***becoming*** ***"Thank You Guy."*** I think it's going to catch on in our company. I sure hope it does!



Me: I do too and I am sure that it will.

Leo: I meant to share one story with you. Our oldest daughter who is thirteen and our oldest son who is eleven both go to the same school. Naturally, their relationship is a little shaky. She is the typical older sister to her brother.

On their first week back at school this year, she snuck into his class, found his desk, and stuck a note to it. In it she wrote:

Dear Siah,

Thank you for helping me carry my books this morning.

It's been hard having this sprained finger and I am so thankful to have your help.

I hope you have a great day at school little bro.

Love you,

Liz



Me: Sounds like someone just got themselves a book carrier for the rest of the year!

Leo: I wouldn't doubt it.

Me: Thirteen years old too!

Leo: That's what I mean, Matt. ***It's changed my life. It's changed my family.*** Thank YOU!

Leo is just one more example of the power of expressed gratitude.

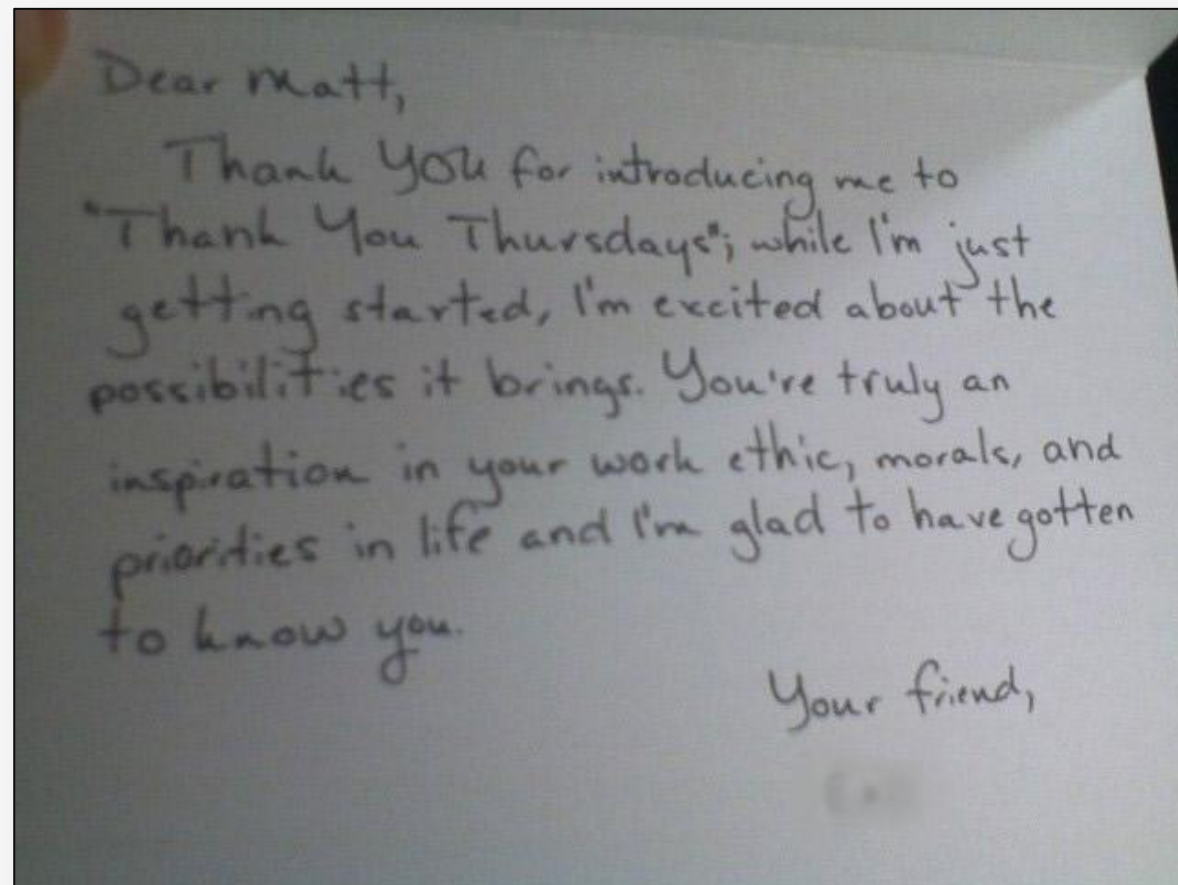
Your life can change too...and so can those of the ones you love and work with and worship with and simply interact with at any point in time.



9. What Awesome Looks Like



Awesome is when you get a card like this. This is when I realized something special was happening.





10. More Stories



There are so many beautiful comments on my blog and my inbox and elsewhere about the Thank You Revolution.

Here are but a few on the pages that follow:



Michael Shaw:

I have the honor of being a friend of Jon Stolpe, so I know he works hard to put his beliefs into practice.

Not only am I reminded of the power of gratitude, but also the power of the written word both for good and for bad. Because ***technology has made communication so easy and impersonal***, it has become easy to broadcast, to shout, to pontificate, but less easy to communicate soul to soul. ***A handwritten word from a friend, facilitated by pen, not keyboard, touches my soul*** though I rarely get a handwritten letter anymore or write one for that matter.

I add here that I am really surprised at the number of people who send out holiday greetings with the name of sender printed under a photo and no more. They leave me cold. One friend recently sent a holiday card with just a few thoughtful written lines and it made my day. What a joy: a handwritten note from my friend.

I am on for "Thank You Thursday."



Kent Whitman:

I can't thank you enough Matt. I am all in with the Thank You Revolution.

I sent a note in the mail to a guy who recently left my company. I told him thank you for his three years here and that I wished him well.

He emailed to say thank you for the note and later that week ***referred two great people to me***, one of whom is starting with us in three weeks.

Consider me a revolutionary Matt.



Jon Stolpe, Part Two:

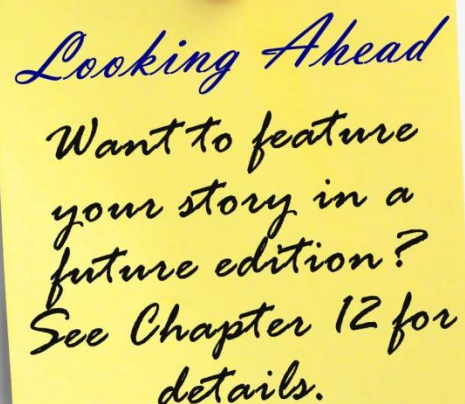
Yesterday, I was called out in a meeting. My supervisor who had heard about my Thank You Revolution story unexpectedly asked my department ***who had ever received a thank you note from me.***

Nearly 1/3 of the room raised their hand.

Then he asked me to explain what I was doing. Admittedly, I was a little embarrassed and unprepared to have the revolution shared in a department meeting like this.

But I didn't have much of a choice once the cat was out of the bag. I explained how a blogger friend of mine (that's you Matt) had inspired me to start writing thank you notes on a weekly basis. I explained that I had joined the "revolution" hoping to make a difference in our organization by helping team members feel appreciated.

I'm sure my cheeks were a little flush, but now I have some



*Looking Ahead
Want to feature
your story in a
future edition?
See Chapter 12 for
details.*



extra accountability as my whole department knows I'm doing this. I'm hoping that others will jump on board as a result of hearing my story.

Today is the day. You and I can make a difference by expressing our appreciation!

The next day, one of the managers approached me with a question: "Do you have one of those thank you notes I could borrow?" To which I replied, "Sure, here you go."

My colleague indicated that my post inspired him, and he wanted to write a thank you note to one his team members for a job well done on a specific project.

The Thank You Revolution is spreading!!!



Wes Smith:

Matt, I wanted to let you know I just sent **note #20**.

That's 20 more than I sent the previous 15 years as a leader and 12 years as a husband.

It's already having an effect. I left one for my wife last week thanking her for being such a great mother and for sacrificing her career to raise our children. It was short and sweet and when I got home, ***she hugged me like she hasn't hugged me in a long time.***

This revolution of yours is the talk of our office.

Keep it up because it's changing lives.



11. My Story



I first learned of the unharnessed power of handwritten thank you notes from a man named Jack Galloway.

Jack only recently found that out when I finally wrote him a thank you note.

Jack works for Dave Ramsey and my wife worked on his team. He has a legendary reputation for writing these notes.

When I saw the impact his notes had on his team members, I started myself.

I then heard about the “Thank You Thursday” concept from author Jon Gordon. ***It is something I have put into practice almost every Thursday without fail.***

Now ***every Thursday, I write at least one handwritten thank you note.*** At a minimum I write seventy-five out of the blue, well thought out, intentional “thank you” notes every year, usually three to four times that many.



The combination of Jack's example and Jon's system (I systematically write them on Thursdays and calendar the time), has led to a revolution in my own life.

Since I started writing thank you notes en masse in 2009, I have seen my career take flight, my relationships improve, and my network multiply five-fold.

I read some of these other revolutionaries' stories and realize just how mundane my own story is, but when I look back, I believe that thank you notes are a big reason for my success.

Before writing thank you notes, in 2008 it took me six months to find a job when I left my previous company. In 2011, when I left a toxic environment with nothing lined up, I had multiple offers within two weeks. I had so many offers that within six weeks, I decided to open my own consulting company because I literally could not say no to some of the offers.

Honestly, I wasn't any better at my job. I had no new



knowledge. I just had a lot more contacts and they were all fresh. ***Every single one of them had received a thank you note from me or was referred to me by someone who had.***

That is the power of thank you notes in my life.

I've certainly written some (but I'll admit not enough) to my wife, Tara, as well. I thank her for sacrificing so much to raise our daughter, for being such a great mother and wife, and occasionally for cleaning the trash cans out or doing the dishes.

I find amazing and completely ordinary ideas to say "thank you" to as many people as possible.

Some weeks I have ten people I can think of and others I have to struggle to think of one. But I always write one.

I touch one life.

I encourage one person.



I tell one person that they matter.

I cause one person to repeat a desired behavior.

All by putting pen to paper. All by opening my heart for one moment and expressing gratitude.

I hope that you will choose to do the same.

I don't feel that I have fully unleashed the power of the Thank You Revolution myself. But when I do...I can't wait to see the powerful impact that it continues to have on my life and the lives of those around me.

Will you join me?



12. What's Your Story?



Fellow blogger [Mark Sieverkropp](#) recently wrote a blog post entitled, “I am a Revolutionary.”

In it he writes:

I am a Revolutionary. This, by definition, means I am part of a revolution.

In his post, [A Thank You Revolution](#), Matt relates how he practices what he calls “Thank You Thursdays.” On Thank You Thursdays, Matt will write ***at least*** one handwritten thank you note to someone and mail or deliver it to him or her. He will also often send one email thank you note as well.

I would strongly recommend you read that post, as he goes into what he puts in these notes to make the process simple and easy to follow.

Matt challenges his readers,

“Let’s start a Thank You Revolution!”



And that post led to the post I read first this week: [Every Revolution Needs an Army](#). In this post, Matt “puts legs” on his challenge to start a Thank You Revolution. He challenges his readers to commit to writing one thank you note a week for at least one year, and to share the stories that stem from these small acts of kindness.

He ends the post by saying,

“Do you want to change the world one “thank you” at a time?

We can. I can feel it.

Are you in?”

My friends, I want you to know that ***I am in!*** I have written a few thank you notes in the past year and have seen the benefit that expressing gratitude can have upon a relationship, whether personal, family or professional. I am committed to being consistent in expressing my



gratitude in 2013 and I would encourage you to become part of the thank you revolution yourself by [signing up](#) on Matt's blog!

Let me leave you with a quote that I came across a couple of days before I read about Matt's challenge, but that fits hand-in-glove with it.

“The habit of saying thank you is the mark of an educated man or woman”

-Gordon B. Hinckley

Will you bear the mark of an “educated man or woman” this year?

[Become a Revolutionary!](#)

You have all the tools you need.

You know all the reasons why you need to write thank you notes and the benefits of doing so.



You know [what to write](#).

You know [how to write them](#).

You know [to whom to write them](#).

You have pen and paper. And you can always go to the store or buy some online if you don't. I recommend [Tiny Prints](#) – this is an affiliate link, but there are tons of great print companies online.

All you need now is a heart of gratitude and the will to express it.

You need to commit yourself to joining the revolution.

So what will your story be?

Will you allow this change your life?

Will you allow this to improve your career?

Will you allow this to improve your finances?



Will you allow this to improve your relationships?

Will you allow this to make you a happier person?

It won't do any of those things unless you get started.

Then I want to hear your story.

I will be updating this book from time to time and I want to include new and exciting stories about the Thank You Revolution, so please be sure to share yours with me at matt@mattmcwilliams.com.

You can also share in 140 characters or less by using the hashtag #ThankYouRevolution.

To The Revolution!



13. Resources



These are some of the resources I mention in this book and that I have found helpful.

[Thank You Revolution Sign-Up](#)

My Posts

[Your Networking Budget – 200 Hours and \\$1000](#)

[Maintaining a Warm Network – What I've Done](#)

[Letters from Dad](#)

Sites

[Jon Gordon's Thank You Thursday](#)

[Jon Stolpe's Blog](#)



[Mark Sieverkropp's Blog](#)

Videos

[Hannah Brencher TED Talk: Love letters to strangers](#)

Writing Materials

[Tiny Prints Thank You Notes](#)

[Business Thank You Notes](#)

[Somerset Pens](#) – Bret crafts one-of-a-kind fountain pens, rollerballs, ballpoints, and mechanical pencils using the finest woods, acrylics, and other materials. I'm not saying you have to use a fancy pen, but if you're going to, make it one of his.



14. About the Author



Matt McWilliams writes about business and family leadership, business strategy, and personal development at MattMcWilliams.com.

He is a follower of Christ, a family man, and a student of all things business. He has worked in small business and online marketing for more than ten years since starting his first business out of necessity at the age of twenty-two, when his father fired him.

His consulting business has clients all over the country in various industries ranging from educational courses to consumer goods and the financial industry.

As a political consultant, marketing manager, small business consultant, author, and podcaster, he has a unique viewpoint on the ever-changing worlds in which we live. Most of all, he admits to failing at nearly everything he has tried the first time.

The good news is that he has learned from those mistakes.



In 2007, he helped his company win the Best in Business Award from the Nashville Business Journal. In 2010, the Affiliate Summit Pinnacle Awards recognized him as the top Affiliate Marketing Manager in the world. He has won numerous other awards in that field as well.

He is a published author in the book [Internet Marketing From The Real Experts](#) and has published countless articles in industry trade magazines.

He lives in Indiana with his wife Tara and daughter Aracelli.



15. Share With Others



The Thank You Revolution is nothing if not shared with others.

If you enjoyed this e-book and are excited about the Revolution, please share it with others. You can do so by clicking on the buttons below. You can also comment on any of the posts mentioned in this e-book as well as a [dedicated page for e-book comments that I have set-up here](#).



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