

How to write “Letters of Congratulation”

The key to success in writing a letter of congratulation is promptness. Write the letter as soon as you hear the good news and are still filled with initial pleasure at hearing of the birth of a child, an engagement, an honor.

We all like to share someone’s good fortune, and for that reason the letter of congratulation is especially pleasant to write. And it is the kind of letter that goes a long way to making friendships warm and lasting.

Here are typical reasons for writing a letter of congratulation.

A person receives recognition for any achievement, passes a birthday, plans an interesting vacation, gets promoted, takes a public stand on an issue, gets a new customer, recovers from an illness, has a happy family event, plays a good game of golf, joins a new organization.

A company passes an important anniversary, creates a new product or service, establishes a new policy, gets a new account, lowers or raises designs a new package, takes a stand on a political issue, or joins a trade association.

A few basic rules to remember, aside from the all-important necessity of being prompt, are sincerity, cheerfulness, mentioning the occasion, and in most cases, brevity.