Affirmations & Reflections: The Thank You Email

Bonus material for uniquestoremarket.com's "How to Write a Thank You Email After an Interview" guide. A handout to keep nearby while you write your email, or to read one per day across the guide's three days.

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1 **I send my thank-you email within 24 hours, ideally that same evening.**
Reflection: What exact hour have I decided to send mine?

2 **My email is the last data point the interviewer gets before they compare notes.**
Reflection: What do I want that last data point to remind them of?

3 **I get names and email addresses during the interview, not afterwards.**
Reflection: Do I have a correct spelling and a working address for every person I spoke with?

4 **Each person on a panel gets their own email.**
Reflection: Is anything in my panel emails identical that should be different?

5 **My subject line says which interview this is.**
Reflection: Does mine follow "Thank you — [Role title] interview", or is it just "Thank you"?

6 **My opening line names the day and the role, so there's no doubt which conversation this is.**
Reflection: Could the reader tell from my first sentence exactly which interview I mean?

7 **Keeping it to 100–150 words shows confidence, not a lack of effort.**
Reflection: Which sentence in my draft is doing no work?

8 **My closing line states my interest and availability without begging.**
Reflection: Does my last line read as confident, or as anxious?

9 **One specific sentence does the personalizing work.**
Reflection: Which sentence in my draft could only have come from this one conversation?

10 **I write the detail down the moment the interview ends, while it's still fresh.**
Reflection: What specific detail from my last interview would I already have lost by tomorrow?

11 **A line that could follow any interview anywhere doesn't belong in my email.**
Reflection: Is there a line in my draft I could paste unchanged after a different interview?

12 **If I wish I'd answered something better, one honest sentence is enough.**
Reflection: Can I say what I'd add in a single sentence, without apologising?