

## DO

**Express Sincerity: Use genuine and heartfelt language to convey your appreciation for the relationship.**

**EX:** "I truly value our partnership and the growth we've achieved together."  
"Your insights and collaboration have been invaluable to our success."

**Highlight Mutual Benefits: Emphasize how the relationship has positively impacted both parties.**

**EX:** "Our collaboration has not only brought results but also enriched my understanding."  
"Working together has been a source of inspiration and accomplishment."

**Acknowledge Contributions: Recognize the client's role in the partnership's success.**

**EX:** "Your dedication to our shared goals has been instrumental in our achievements."  
"Your involvement has made a significant impact on the projects we've undertaken."

**Project Enthusiasm: Convey excitement about the future and ongoing collaboration.**

**EX:** "I'm enthusiastic about continuing our journey and achieving greater milestones."  
"I'm looking forward to the opportunities we'll explore in the coming months."

## DON'T

**Avoid Generic Statements: Stay away from overly general or clichéd phrases.**

**EX:** "I appreciate your business."  
"Our partnership has been good."

**Don't Over-Promise: Be cautious not to promise more than you can deliver.**

**EX:** "We'll achieve massive success together in no time."  
"We'll revolutionize your business completely."

**Steer Clear of Formality: Maintain a tone that's warm and approachable, avoiding overly formal language.**

**EX:** "Your business has been a valuable asset to our operations."  
"It is with utmost regard that I acknowledge our partnership."

**Avoid Ambiguity: Be clear; don't leave room for misinterpretation.**

**EX:** "Our collaboration has been great for both of us."  
"We've seen improvements in various areas."