

## Showing Gratitude and Appreciation Sets You Apart.

It's the right thing to do. I know it sometimes seems that manners are a thing of the past, and a text or emoji can not only be funny but also express a sincere sentiment. But to express gratitude properly requires a little effort. Even though you can send a card very easily from your phone (using SendOutCards) you still need to take the time to do it.

Your thank you, birthday, sympathy or congratulations cards should recapture the smile, handshake or hug you would give them in person, but offering it in a form that can be read and re-read is priceless.

Being able to add a personal photo to the card, straight from your phone's photos, or Facebook, turns your card into a keepsake. Sending a real card, in a real envelope, through the mail, sets you apart. It makes you stand out among everyone else.

Gratitude is good for the brain. Results following a 30-day Gratitude Challenge suggest that even months after a simple, short gratitude writing task, people's brains were still wired to feel thankful. The implication is that gratitude tasks work, at least in part, because they have a self-perpetuating nature. The more you practice gratitude, the more attuned you are to it, and the more you can enjoy its psychological benefits. These benefits include a feeling of wellbeing and reduced depression.

Jimmy Fallon does it. When Fallon sits down to write his weekly thank-you notes on The Tonight Show, he's not only sharing his gift for hilarity, but also re-introducing his audience to the thank you card. Sending a heartfelt card is a foreign activity to many people, who think that texting, Facebook and other social media applications are "good enough".