

Closings and Sign-Offs

Your closing includes a closing sentence or two, a closing phrase (also called a complimentary close), and your signature. Together, they help to build your readers' trust and confidence, provide an area where you can thank your readers, and supply your contact info. Your closing is very important because readers are more apt to remember the last things you say. This is why you want each part to be effective and memorable.

To accomplish this, sum up your content with a closing sentence or two. This should reiterate the purpose or take-away of the email, include a call to action, or thank your readers. Carefully craft a unique and memorable closing phrase to replace the boring, impersonal phrases like Best, Sincerely, Regards, etc. Your closing phrase should make your readers feel accepted, valued, and connected.

Here are a few examples of closing sentences and closing phrases you can customize to meet your needs and get you on the path to success.

Closing Sentences

"If you have any further questions, please do not hesitate to contact us."

"If you're ready for a change..."

"If you're tired of..."

"It doesn't matter if it's the middle of the night on a Sunday..."

"It will be the best \$___ you ever spent." (Use if the price is attractive.)

"It's in your hands."

"Order now and see for yourself."

"We look forward to hearing from you."

"It's always a pleasure doing business with you."

"Thanks again for sharing your expertise in this matter."

"I am looking forward to getting your input."

"Looking forward to our successful partnership."

"Hope to see you at the seminar."

"The choice is yours."

"Today's the day to finally make a change."

"We're here to help. The next step is all up to you."

“You don’t have to suffer with _____, make a change today.”

“You’ll be glad you _____.”

“You’re only moments away from [insert benefit]”

“I can’t wait to receive your thoughts and ideas.”

“We look forward to building a strong business relationship with you.”

“I look forward to our meeting.”

“Thanks for your helpful attention to this matter.”

“Thanks again for your attention, consideration, and time.”

Closing Phrases/Sign-Offs

Keep up the great work,

Thanks for the inspiration,

You rock,

To your success,

Thank you for [their action/ behavior],

Thank you for your unwavering support,

To an amazing [day/week],

Stay tuned in,

Get ready for [item, event, activity],

Wishing you lots of [positive result],

Keep your head high,

Let me know what you think,

May the sales be with you,

Your partner in [interest in common],

Enjoy your weekend,

Remember to _____, [Refer to a mistake you shared recently]