Client-Ready PM

FREE PRACTICE SHEET

Approval Request With No Answer: Name the Decision and Give a Date

The client keeps deferring and the deadline is close

PRACTICE THESE LINES

Read each sentence aloud, in order. When you reach the end, read the whole email once more, start to finish.

Two versions.

A. The common version.

Thanks for reviewing the two layout options.

Option A has some nice angles, especially in the lobby zone, and the materials board is looking great too.

Let me know your thoughts whenever works for you.

The common version describes the design instead of naming the decision, and it gives no date, so the client reads it and does nothing.

B. The clear version.

Thanks for reviewing the two layout options this week.

Based on your comments, Option A fits the budget and keeps the January timeline you asked for.

I recommend approving Option A now.

Let me know by Monday, so we can keep the January fabrication date.

MAKE IT YOURS

Now say it about your own project. Fill each blank with your details.

number of versions versions.

A. The common version. Thanks for reviewing the *number of options* layout options. *the option* has some nice angles, especially in *where the strong points are* , and the materials board is looking great too. Let me know your thoughts whenever works for you.

The common version describes the design instead of naming the decision, and it gives no date, so the client reads it and does nothing.

Read the full script. Scan the code, or go to https://clientreadypm.com/t/15

Watch on YouTube. https://www.youtube.com/watch?v=s_TV9O7CiiU

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B. The clear version. Thanks for reviewing the *number of options* layout options this week. Based on your comments, *the option you recommend* fits the budget and keeps the *the month you are protecting* timeline you asked for. I recommend approving *the option you recommend* now. Let me know by *your reply date*, so we can keep *what you are protecting*.

KEY PHRASES

“Thanks for reviewing the”
Opens by acknowledging the work the client already did.

“Based on your comments,”
Ties your recommendation to what the client already said.

“describes the design instead of naming the decision”
Names the exact mistake, so you can spot it in your own draft.

“I recommend approving”
States your advice directly, not as a question.

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