Client-Ready PM

FREE PRACTICE SHEET

Client Wants It Two Weeks Earlier? Three Options and a Date

A client asks for the deadline two weeks earlier, and you push back with the constraint, three options and a date

PRACTICE THESE LINES

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

Based on our current scope and resources, the earliest realistic completion date is March 28.

To hit the February deadline, we would need to reduce scope or add resources.

There are three options.

Option A.

Reduce scope and deliver the core package by the February date with the remaining items to follow.

Option B.

Add resources, bring in a second reviewer, and hit March 14.

Option C.

Hold the current plan and deliver the complete package on March 28.

I recommend option B.

It hits the date you need and the cost impact is contained.

I need your decision by Friday so we can coordinate with the structural team.

MAKE IT YOURS

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

the fact and the constraint

option A, what changes *option B, what changes* *option C, what stays*

your recommendation and its reason

the ask, one date and its reason

Read the full script. Scan the code, or go to https://clientreadypm.com/t/56

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KEY PHRASES

“Based on our current scope and resources”
States the constraint as a fact.

“Reduce scope”
Names what changes in the first option.

“Add resources”
Names what changes in the second option.

“I need your decision by Friday”
Asks for one decision by one date, with its reason.

ONE CARD TO KEEP

Before You Hit Send

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Four lines, in this order, every time.

1 FACTS	What happened, in one sentence. No blame and no apology.
2 OPTIONS	Two ways forward. Call them A and B so the client can answer with a letter.
3 RECOMMENDATION	Say which one you would choose, and give the reason in one clause.
4 NEXT STEP	Who does what, and by when. Put a date on it and put yourself in it.

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