Client-Ready PM

FREE PRACTICE SHEET

Client Silent for a Week? Say This to Get Approval

A client has had two options for a week and has not answered, and you ask for approval with 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.

Thanks for reviewing the two layout options this week.

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

You can approve option A as presented or ask for one more round of markups before final approval.

I recommend approving option A.

Every week we wait moves the fabrication date by the same week.

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

MAKE IT YOURS

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

thank them for reviewing _____

the facts, in the client's own words _____

the two options, stated fairly _____

your recommendation _____

the cost of waiting, as a fact _____

the ask, one date and its reason _____

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KEY PHRASES

“Based on your comments”
Uses the client's own words as the facts.

“You can approve option A as presented”
Gives the first option in plain words.

“I recommend approving”
Gives your own choice.

“Every week we wait moves”
States the cost of waiting as a fact.

“Let me know by Monday”
Asks for one answer by one date.

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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