Client-Ready PM

FREE PRACTICE SHEET

Design Approval: The Message That Gets a Client to Say Yes

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.

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.

Thanks for reviewing the _number of options_ layout options this week.

FACTS

Based on your comments, _the option you recommend_ fits the budget and keeps the timeline you asked for in _the month you are protecting_.

OPTIONS

You can approve _the option you recommend_ as presented, or ask for _how many more rounds_ more round of markups before final approval.

RECOMMENDATION

I recommend approving _the option you recommend_. Every week we wait moves the fabrication date by _how much the date slips_.

NEXT STEP

Let me know by _your reply date_, so we can keep the date.

Read the full script. Scan the code, or go to https://clientreadypm.com/t/16

Watch on YouTube. https://www.youtube.com/watch?v=0MoLcaMILA8

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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.

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

“Let me know by”
Asks for the decision with a real 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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