Client-Ready PM

FREE PRACTICE SHEET

Three Messages to a Client Who Will Not Decide: Which Would You Send?

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 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.

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.

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

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

Read the full script. Scan the code, or go to https://clientreadypm.com/t/17

Watch on YouTube. https://www.youtube.com/watch?v=tgGN31pZhns

Want it in friendly or firm too? Get 5 free decisions scripts: clientreadypm.com/decisions-scripts