

How Firm Should a Late Approval Request Sound? Three Versions

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.

Option A fits the budget and the January timeline.

The approval has not come yet.

Three versions.

A. Friendly.

Thanks for reviewing the layouts!

Option A fits your budget and keeps us on track for January.

If you can give us the green light by Monday, we'll start fabrication on time and lock in that date before it slips.

B. Neutral.

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.

C. Firm.

Option A meets the budget and keeps the January timeline.

To hold that date, I need your approval by Monday.

A one-line reply is all I need.

Without it, the fabrication date moves.



Read the full script. Scan the code, or go to <https://clientreadypm.com/t/18>

Watch on YouTube. <https://www.youtube.com/watch?v=3SO-82gnweo>

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MAKE IT YOURS

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

the option you recommend fits the budget and the the month you are protecting timeline. The approval has not come yet. number of versions versions.

A. Friendly. Thanks for reviewing the layouts! the option you recommend fits your budget and keeps us on track for the month you are protecting. If you can give us the green light by your reply date, we'll start fabrication on time and lock in that date before it slips.

B. Neutral. 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.

C. Firm. the option you recommend meets the budget and keeps the the month you are protecting timeline. To hold that date, I need your approval by your reply date. A how many lines -line reply is all I need. Without it, the fabrication date moves.

KEY PHRASES**“Thanks for reviewing”**

Opens by acknowledging the work the client already did.

“keeps us on track for”

Ties the ask to a date the client already wants.

“If you can give us the green light by”

An idiom: asks for approval, friendly and easy to say yes to.

“A one-line reply is all I need”

Makes the ask feel small and quick to answer.



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