

Client Approval Email After a Week With No Decision

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 now.

Every week we wait moves the fabrication date by a 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. Based on your comments, the option you recommend fits the budget and keeps the timeline you asked for in the month you are protecting.

You can approve the option you recommend as presented, or ask for how many more rounds more round of markups before final approval.

I recommend approving the option you recommend now. Every week we wait moves the fabrication date by how much the date slips. 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/14>

Watch on YouTube. <https://www.youtube.com/watch?v=Q2Za-NYxSdo>

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KEY PHRASES**“Thanks for reviewing”**

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.



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