

Clear Communication

MAKERS & ALLIES
CX TEAM

CHRISTY COPYWRITING

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*You keep clients happy.
And it isn't always easy.*

Goals

01 LEVEL UP HOW YOU COMMUNICATE

**02 OUTLINE EXPECTATIONS
AND SHARE BOUNDARIES**

**03 EARN TRUST TO GROW
YOUR RELATIONSHIPS**

The people you serve deserve to feel confident they're in good hands. They're invested in you—give everything you got. Learn how to help your clients better understand their roles and accountability early in your relationship.

What You Do

SET BUDGET EXPECTATIONS

EARN AGREEMENT

OUTLINE PROCESSES

DEFINE ROLES & RESPONSIBILITIES

REQUEST ACTION—APPROVALS,
PAYMENT, FEEDBACK

KEEP TIMELINES ON TRACK

Best Email Practices

Best Email Practices

THINK INTENTIONALLY

Identify the goal of your email

You gotta get clear on your purpose before you begin. Consider what your reader needs to know and what you need from them.

BE HUMAN

You're a guide leading a conversation

You're not a robot—you're a guide leading a conversation. You can absolutely write in your own voice as part of providing a high-end experience. Trust in yourself and show some personality as you guide your client from A to Z.

EMPATHIZE

Echo the feelings, concerns, and requests of your reader

Readers need to feel seen, heard, and understood. Don't underestimate the power of earning trust. Communicating with kindness is the baseline.

KEEP IT BRIEF

- *Skip empty small talk (no more “Hi, how are you?”)*
- *Organize content into 2-3 sentence bites*
- *Cut filler words (I think, just, maybe, however)*

No one wants to read a dense, complex email that never ends. You can avoid this by skipping empty small talk, organizing content into 2 sentence bites, and cutting filler words.

MAKE IT ACTIONABLE

- *Outline a timeline for action steps*
- *Meet your own deadlines*

Take the lead and assign action. It's better to over communicate than to assume, and readers appreciate understanding what's expected of them.

ASK FOR BUY-IN

- *Does [xyz] work for you?*
- *Are you up for...?*

Show you value your clients' input by asking for buy-in throughout the project process.

ORGANIZE

- *Use bullets, dashes, or steps*
- *Bold key dates or action items*
- *Include links and attachments*

Fact is, the simpler your message, the more likely someone will actually read and respond to it. For example: use bullets, dashes or steps and bold key dates or action items.

EDIT SMARTER

- *Read your draft aloud*
- *Request outside eyes*

Before you click send, ask someone on your team for their take. Perspective offers what you're too close to see. AND read your draft out loud. Yes, it feels weird at first, but you're sure to hear mistakes our eyes miss the first time around.

Reframes

Choose your words thoughtfully. Seemingly innocuous phrases carry emotional energy.

Contract » **Agreement**

Policies » **Standards**

Need » **Verify or Secure**

Adjust » **Realign**

Late » **Past due**

We need » **Please [action]**

Sorry or Apologies » **Thank you for your [time and energy / flexibility / patience / understanding / time and trust].**

Get Whatcha Need

01 REASSURE

02 REQUEST

03 INCENTIVIZE

INSTEAD OF:

“We need design feedback” or “Your payment is late.”

TRY:

“Your project is important. Please [provide design feedback / past due payment] by [new deadline] to help us keep next steps on-track.”

Hot Tip

Make it easy for your client to do whatcha want.

Don't make someone search back weeks for that link, invoice, or attachment. Include everything they need to follow through on your ask.

Key Tactics for New Business Communication



NEW BUSINESS

RFP Reset

M&A ORIGINAL RESPONSE I:

Thank you again for considering Makers & Allies for your web design project.

We're excited for the opportunity and feel that our unique creative studio capabilities, depth of experience in the digital space, and wine industry expertise make us a fitting candidate for this work. As I'm sure you can see on our own website, we work with many nationally distributed and internationally distributed brands to launch successful web experiences online.

A few notable websites you might like to check out include our recent launch for napavalley.wine and mollydookerwines.com. We also have extensive Wine Direct and Commerce 7 experience, which is becoming ever more important as we enter into a new age for the industry with e-commerce at the forefront.

We didn't have any specific questions after reviewing your RFP, however at first glance, in order to align the design and development with the desired output described in the RFP, it's likely that our proposal for the work will suggest a substantially higher budget than the proposed 35k budget range. Are you open to increasing your budget? If so, we would be thrilled to respond to the RFP, and are looking forward to exploring the possibilities with you!

RESPONSE | REWRITE:

Thank you again for considering Makers & Allies for your web design project.

Beyond wine industry expertise and advanced creative studio capabilities, our focus on digital experience and e-commerce best equip our team to achieve your goals. Together, we've launched web experiences for pioneering leaders from [Napa Valley Vintners](#) to [Mollydooker Wines](#). Plus, we're Commerce 7 and Wine Direct savvy.

After carefully reviewing your RFP, our proposal would be substantially higher than the proposed 35k budget range in order to meet your desired outcomes. Are you open to increasing your budget? If so, we look forward to exploring the possibilities with you!

Name

RESPONSE I NOTES:

- Spark interest by sharing what's in for your reader right away. You can loop back to how you're excited for the opportunity later.
- Lead with your wine (or spirits, craft beer, cannabis) industry expertise upfront since it sets you apart from so many other studios and agencies
- You'll see this email is condensed down to it's most essential elements. Summarizing makes life easier for your reader.
- Eliminate squishy filler phrases like "We feel" in favor of confident insights and recommendations.
- What works in your existing version is the clear call-to-action, "Are you open to increasing your budget?" Clear and direct, it's instantly impactful.
- Writing tip! Contractions keep your message warm and conversational. Think "we're" over "we are".
- Finally, you can recycle the section that begins with "Beyond wine industry expertise..." over and over again. Just update the links to client work to reflect what's most aligned with your lead's objective.

CLIENT RESPONSE:

Thank you Amber!

Yes we are seeing a need to reset our budget. Can you provide more direction of range along with an example site for reference, that would be enormously helpful as we adjust budgeting.

M&A ORIGINAL RESPONSE II:

Sure thing! Given all of the details in your RFP and the e-commerce functionality, we'd recommend closer to something in the \$95k budget range for a project like this. To share some examples of in-depth, content rich websites that we've designed and developed recently, I'd suggest taking a look at the following websites.

<https://www.garyfarrellwinery.com/>

<https://mollydookerwines.com/>

<https://legrandcourtage.com/>

Something else I always like to mention around web design budget discussions is the value that comes out of all of the creative curated content. Typically a large portion of the budget goes into the custom illustrations, photography, and video content production. These creative assets usually live long lives well beyond the website itself.

I hope this helps and please let me know if you'd like to hop on a call to chat through any details before our company intro call. I'm available on my cell anytime.

RESPONSE II REWRITE:

Sure thing! Given the scope of your RFP, particularly the e-commerce functionality, we recommend a project budget in the \$95k range.

The content-rich projects below highlight what our team is capable of delivering for you:

[Gary Farrell Winery](#)

[Mollydooker Wines](#)

[Le Grand Courtâge](#)

Your refreshed scope also includes the long-term benefits of curated content. From photography to custom illustrations and video production—the ongoing impact of creative assets provides lasting value beyond the website itself.

Hope these insights are helpful. I'm available to answer any questions or talk through details at [phone #]. Our team is equipped to [echo your lead's goal] and would love to work with you.

Name

RESPONSE II NOTES:

- Focus on the impact and long-term benefits of a broader scope
- Tighten up the length and cut filler words
- Use an active voice (“we recommend” as opposed to “we’d recommend”)
- Whip out “you” and “your” (people pay attention to those words, it’s natural to like reading about yourself)
- Link to words as opposed to the naked URL
- Include a contact # in the closing call-to-action (yes, even if it’s already in your email signature).
- Wrap up with a sincere note on why you want (and are equipped) to earn their business, echoing their underlying goal to show understanding.

Proposal Follow-up

TEMPLATE RESPONSE OPTIONS:

“Thinking of you and your project, [Name]. Available to talk through our proposal on [date] at [time]?”

“Looping back with you on our project proposal (link). May we answer any questions?”

“You and your project are important to us. Would you like to touch base on our proposal (link) on [date] at [time]?”

“We’re prepared to [kickstart / kickoff] your project! Ready to talk through next steps?”

“We’d love to work with you and [business name]. May we answer any questions around our project proposal?”

“You and your goals [light us up / are our priority], [Name]. May we provide any additional insights as you navigate how to move forward?”



NEW BUSINESS

Intro Call Follow-up

M&A ORIGINAL RESPONSE:

I left our call today feeling really grateful for the opportunity to play a part in bringing the preserve to life over the coming years, and I'm sure the team will feel the same way.

As I mentioned, we'll put our heads together and circle back with some ideas on how we might want to approach the next steps together.

I'll be in touch soon.

REWRITE:

Grateful for the opportunity to play a part in bringing the preserve to life and I'm positive our team will feel the same way.

We'll put our heads together and circle back with ideas on how to approach next steps by [date].

Take care and thanks again,

Name

NOTES:

- Keep it short and sweet.
- Give yourself a deadline and meet it.



NEW BUSINESS

Proposal Sent via Email

EXAMPLE 1

M&A ORIGINAL RESPONSE:

Thanks again for reaching out to Makers & Allies and considering us in your search for a creative partner. We're excited to explore the possibilities with you and looking forward to continuing the conversation!

Like we discussed on our call, we agree that working through the strategy phase together first will help us establish the platform for everything creative to follow. Through this strategic exploration, we will be able to set the creative foundation for your portfolio of brands, organize the details, and clearly see the road ahead for each component of your overall business model.

Also, during the strategy phase, we can identify if it makes sense for our team to join you in ideating brand name concepts, and we can always add this as an extension of our strategy work if needed.

Attached, we've put together a detailed proposal that includes both a project plan and an outline of final deliverables and costs. Please take a look through the details and if everything looks inline with your goals, we can put things into a formal design agreement and then schedule a project kick-off meeting.

I'd also love the opportunity to walk you through the proposal over the phone if you are available. Feel free to call me on my cell anytime, or we can schedule a call as well.

Thanks again and chat soon!

REWRITE:

Thanks again for considering Makers & Allies in your quest for a creative partner.

>> **Attached you'll find a detailed proposal** including a clear project plan and outline of final deliverables complete with costs.

>> **May I walk you through the details on a call at [date] at [time]?** You're also welcome to contact me anytime that works best for you.

If our proposal aligns with your goals, you can expect a formal design agreement for your review and signature. From there we'll schedule a project kick-off meeting.

Our team would love the opportunity to work with you on [echo your lead's goal].

Excited to hear back from you!

Name

NOTES:

- Tighten the length to essential facts and calls-to-action.
- Bold key words for all the skimmers out there.
- If you already discussed the strategy phase over a call and feel aligned with your lead, there's no need to take up real estate with it in your email.
- Recommend bookmarking the bit about ideating naming concepts for your proposal walk-through call
- Show you're a leader by getting specific around a time to hop on the phone, with the caveat that they can always reach you when it works best for them.
- Remember, *your reader is the hero*. Make your message about them. For example, reframe "we've put together a detailed proposal" to "Attached you'll find".



NEW BUSINESS

Proposal Sent via Email

EXAMPLE 2

M&A ORIGINAL RESPONSE:

Thank you both for taking a phone call with me earlier this week. It was great to hear your vision, purpose, and inspiration for further developing the La Pinta brand and bringing its digital presence to life.

As promised, we've put together a detailed proposal for you to review. In the attached presentation, we've included an overview of our company, our philosophy, and an outline of how we'd like to approach your web design project.

Please take a look at the details and let us know your thoughts. As we discussed, I'm available for a phone call to chat once you have a chance to review. (805) 550-0824

There is definitely an authentic history and many stories to be told for La Pinta, so we're looking forward to seeing where we can take things from here!

REWRITE:

Thank you both for sharing your vision and inspiration for further developing the La Pinta brand and bringing its digital presence to life.

As promised, you'll find a detailed proposal attached for your review. Beyond an overview of our company and philosophy, it includes a clear outline of how we'd approach your web design project.

Sharing your story would be a dream come true and we can't wait to hear what you think!

Name

NOTES:

- Nice job reflecting highlights of what you heard on your call to show understanding.
- Streamline and bold for the skimmers.
- Don't be afraid to flatter. Do keep it real.

Going in for the Close

TEMPLATE RESPONSE OPTIONS:

“Achieving your [get specific] goals is our priority, [Name]. Our proven team understands these objectives inside and out. To make it official, please [action step] by [date].”

“Makers & Allies is equipped to kickoff your project and can't wait to hear from you. To move forward, [action step] by [date] and we'll [get to work / share next steps].”

“We'd be thrilled to work with you, [Name,]. Ready to do the damn thing? Claim your project start date by [deadline].”

“We're all about you and earning your trust. Do you have everything you need to make the best decision for [Business]?”

“We’re motivated to get to work delivering exactly what you need—[summarize goals here]. To get started, [action step] now.”

“Our team is prepared to get to work. Would you like to move forward with your project?”

“Kind reminder that your project proposal expires in # days. Anything we can do to support you in your decision making?”

“Here at M&A, we’re equipped to achieve [specific client goal] on-time and on-budget. Want to make it official?”

Avoid the terms “assume”, “any news?” or mention of outside proposals.

Project Onboarding

PROJECT ONBOARDING

New Client Welcome

EMAIL TEMPLATE:

Subject Line: **[Client] Timeline & Action Items**

Pumped to kickoff your [type] project on [Date], [Name].
[Briefly summarize your process with key dates.]

To keep your project on-track, [here's what we need from you / please let us know:]

01. **Specific action or question**

Outline details/links here

02. **Specific action or question**

Outline details/links here

03. **Specific action or question**

Outline details/links here

Who you'll be working with:

Share photos and team titles here.

Questions? You can always reach me directly at [phone #] or [email].

Cheers to you and what's next!

Name

- Being a clear communicator now avoids surprises later. Lead with the most important info first, generally that's what you need from your reader or what they're expecting from you.
- Next, outline how you'll work best together. For example: how to access Basecamp and what they can expect, if you require one point of contact (as opposed to receiving design feedback by committee), or note that any items outside scope (like extra rounds of design) are an additional investment.
- You can use this same message for existing clients, just shake up the opener since you know each other well by now. It could also be useful to create a set list of "how we'll work best together" practices in a one-page (or video format) so you're not reinventing the wheel with each new client. Happy to help you tackle that another time.



PROJECT ONBOARDING

Existing Client Welcome

M&A ORIGINAL RESPONSE:

We're excited to kick off our Gaslighter web design project with you in a few weeks. We've got our kickoff bookmarked for Wednesday, April 21st. Let me know if you've got any holds that day, and I'll send over a calendar invite.

During that call, you'll meet your web design team and we'll go over the project plan and some key milestones (including launch planning).

A couple of logistical questions/notes for you before we kick off:

- *Who should we invite to this Basecamp project and our kickoff call? Happy to include you + The Chicks – whoever makes sense to join for that!*
- *Once we've got this project fully scheduled on our design calendar, I'll fill out our milestone dates on this Basecamp project. It's a good reference if you're ever wondering where we stand on progress or what our next steps are.*

REWRITE:

Thrilled to kickoff our Gaslighter web design project with you on April 21st. What time works best for you?

On the call you'll meet your web design team and we'll review the plan along with key milestones in Basecamp—a project management portal where it's easy to reference creative progress and next steps.

Who would you like us to invite to your kickoff call and Basecamp?

Cheers to you and what's next!

Name

NOTES:

- Streamlined with bold calls to action.
- The more you can edit out, the better for your reader.

PROJECT ONBOARDING

The Pause Clause

Let's talk worst case scenario. Your client isn't returning email or calls. You absolutely need feedback and/or payment to move forward. So, invoke a Pause Clause. A pause clause prevents project delays. While it's rare to have to enforce this policy, be fully prepared to. Your time and energy are too valuable to stall your process.

PAUSE CLAUSE TO INCLUDE IN AGREEMENT:

Any [feedback / communication] not provided to Makers & Allies within # business days of an agreed-upon deadline will cause your project to pause.

It may be anywhere from [#-#+] weeks before we can schedule your project back into our production calendar.

A project restart cost of \$X will be charged if the Pause Clause is enabled and must be paid in-full to restart your project.

Project Management

PROJECT MANAGEMENT

Feedback Needed

EMAIL TEMPLATE:

Subject Line: **M&A: Please Review by [Date]**

Your [deliverable] is ready for review. (link or attach)

Please share your feedback by [date].

[If you have guidelines around how to give feedback,
list here]

We can't wait to hear what you think, [Name]!

Name

Feedback Overdue

Your deadline has come and gone—still waiting on a response? Time for a friendly (non-shame inducing) follow-up. Include the link or attachment of whatever they need to review so they don't have to go searching for your original request.

EMAIL TEMPLATE:

Subject Line: **M&A: [Deliverable] Ready for Review**

It's time to move forward with the next [step / phase] of your project and we need your help.

Please take a moment to review your [deliverable] and share feedback by [new date].

We appreciate you and your time, [Name].

Name



PROJECT MANAGEMENT

Responding to 180° Feedback from Client

M&A ORIGINAL RESPONSE:

Thank you for sending over such detailed feedback after our first design review. It was really helpful for us to get a better understanding of what you are envisioning for these SKUs.

Given your feedback, it is sounding like you would like to see new designs with a completely different art style than what your team selected during the moodboard phase of the project. So to get you to the finish line, we'll need to repeat the Design Review 1 phase before extending across all of the SKUs.

Can you please approve \$5k for the design time that will be needed to create new concepts for your team to review?

Taking your feedback into consideration, we've put together another round of moodboards to help us further determine the design aesthetic you are envisioning. See attached.

O1: For option 1, we would be leaning into the imagery of apples from the past and pulling inspiration from historic public domain art.

O2: With option 2, we are imagining a unique illustration style that would require fully custom visuals.

As a next step, please review the moodboards attached, and share your preferred art style direction.

Once we receive your selected art style and approval for the \$5k of needed design time, then we can schedule the Design Review 1b meeting in which we would be looking at:

- Your selected art style across (2) unique compositions for the Tompkins King can.*

We're looking forward to hearing back from you and keeping things on track for your canning!

REWRITE:

Thank you for your detailed feedback—it's incredibly helpful.

To confirm, you're looking for fresh designs outside the art style your team selected in the mood board phase. Is that correct?

Inspired by your feedback, we created another round of mood boards for you to consider.

Option I

We lean into the imagery of apples from the past and pull inspiration from historic public domain art.

Option II

We imagine a unique illustration style with one-of-a-kind custom visuals.

Next Steps

>> Please review the mood boards attached and share your preferred art style direction.

>> To deliver on your vision, we'll need to repeat the Design Review 1 phase before extending across all of the SKUs. Once you approve \$5k for the design time, we'll get to work crafting 2 unique compositions for the Tompkins King can.

If you have any questions about what's outlined above, please don't hesitate to contact me at [phone #].

Keeping your canning on-track is important and we look forward to hearing from you!

Name

NOTES:

- What you're already doing right? Starting with a thank you. Smart move and not a bit defensive.
- You'll see I cut quite a bit of text, added bold headlines, and softened the calls-to-action for extra sensitivity.
- It's also important to ask for buy-in up front, which is what you see in that confirming bit / question: is that correct?



PROJECT MANAGEMENT

After Design Review Follow-Up

M&A ORIGINAL RESPONSE:

Thanks so much for the time to kickoff our website project today. Attached is the presentation we reviewed, with a description of the overall project plan as well as the moodboards we reviewed.

Unless there's any additional feedback on moodboards (which sounds like we're all on the same page there), then you are all set on next steps. I'll be following up with an invite for that call shortly! I'll invite Jordan, Clem, and John, but Jordan please let me know if I should add anyone else.

On the Makers & Allies side of things, our next steps are:

- Build out content architecture for Design Review 1*
- Confirm our project timeline in Basecamp, with at least 1 week between design reviews & feedback due (I'll follow up once that's done)*
- Prepare a photoshoot proposal for you to review*

Thanks again, and hope everyone enjoys the rest of the week!

REWRITE:

Thanks for your time today—we're so happy to be working with you.

Attached is the presentation we reviewed along with the overall project plan and mood boards. Unless you wish to share additional feedback, we're officially on the same page!

Beyond Jordan, Clem, and John, would you like me to add anyone else?

M&A Next Steps

- Build out content architecture for Design Review 1
- Confirm our project timeline in Basecamp, with at least 1 week between design reviews & feedback due (I'll follow up once that's done)
- Prepare a photoshoot proposal for your review

Thanks again and enjoy the rest of your week!

Name

Accounts Receivable

ACCOUNTS RECEIVABLE

Payment Due

EMAIL TEMPLATE:

Subject Line: **M&A Invoice Due [Date]**

Your [latest / first / descriptor] invoice (link or attach) is due [date].

CLOSER I: LONGTIME CLIENT

As always, thanks for being [a pleasure / so fun / fantastic] to work with, [Name]!

CLOSER II: NEW CLIENT

Thank you for being phenomenal to work with, [Name].

Name

P.S. Questions? Here to help at [phone #].

Including the invoice due date more than once is helpful and makes for easy reference. Including it in the subject line specifically will stand out in their inbox. If a client has a question about their invoice, you want to encourage them to call you directly. It's sensitive enough that it calls for a higher level of urgency and personal attention.

ACCOUNTS RECEIVABLE

Payment Reminder

EMAIL TEMPLATE:

Subject Line: **M&A Reminder**

Your goals are our priority and prompt payment keeps your project on-track.

Invoice # is due on [Date]. (Link or attach)

Thank you, [Name]!

Name

ACCOUNTS RECEIVABLE

Payment Overdue

EMAIL TEMPLATE:

Subject Line: **M&A Reminder**

We understand life gets busy, which is why you're welcome to pay your overdue invoice now, free from any late fees.

Access your invoice and complete payment by [Date].
(Link or attach)

Thanks for your time and attention, [Name].

Name

Even if you don't charge late fees, sharing that you're willing to give readers the benefit of the doubt shows clients you understand life gets busy and don't take their missed payment personally. It also gives your client an easy out so they can correct their mistake shame-free. We don't ever want to shame clients. Keep it respectful and they'll respect you (most of the time).

ACCOUNTS RECEIVABLE

Payment Due to Deliver Files

EMAIL TEMPLATE:

Subject Line: **Your deliverables are ready for you!**

Your [deliverables] are ready for you!

Before we share files, please ensure your latest invoice is paid in-full. (Link or attach)

Keeping your project on-track is our mission and we're grateful for your time.

Name

The recommended subject line here is: **Your deliverables are ready for you!** Yes, this is a tease by design. If a client wants to access final files, they need to be paid up.

ACCOUNTS RECEIVABLE

Payment Confirmation

EMAIL TEMPLATE:

Subject Line: **Thank you!**

Thanks for your prompt payment (link to invoice).

Grateful for you and your business, [Name].

Name

It's important to communicate good news to your client. You don't only want to be in-touch with them when you need something or there's a problem.

Crisis? Buy Time

01 SHOW UNDERSTANDING

02 REASSURE YOUR READER

03 SCHEDULE A CALL OR MEETING

We hear you and we'll resolve this together, [Name].
[Briefly summarize their concern in 1-2 sentences]

The goal is to [outline shared objective / common ground]. **Available for a [call / virtual meeting] tomorrow at [time] to discuss?**

Thank you for sharing [what's on your mind / how you feel].

Name

Not all scenarios are appropriate for email. If someone is unhappy, shocked, or frustrated...buy yourself time to regroup with your team. Even though this rarely happens, it helps to have a shared plan of action.

Been there? Here's an example of what you can email an unhappy client. Be sure to have Basecamp notes and any relevant docs, links, or attachments available for reference prior to your follow-up discussion.

Fresh Email Openers & Closers

Fresh Email Openers

OPENER OPTIONS:

“As promised, here’s [xyz]..”

“Congratulations on [xyz]!”

“Let’s confirm next steps and move ahead.”

“Thinking of you.”

“How was your [trip to xyz / specific personal note]?”

“Thanks for taking the time to connect.”

“Thank you for the update.”

“Thanks for [xyz]!”

“Thanks for your quick [response / reply]!”

“Hope all is [stellar / lovely / well] with you!”

Words to replace 'good', 'great', & 'excited':

FRESH NEW OPTIONS:

Glad

Lovely

Delighted

Happy

Stoked

Over the moon

Thrilled

Pumped

Can't wait

Excellent

Phenomenal

Wonderful

Fresh Email Closers

CLOSER OPTIONS:

“Take care and thanks again.”

“Next up, you can expect [xyz].”

“You’ll hear from me again on [date] to...”

“Here for you.”

“Here to support you.”

“Here to answer any questions.”

“Happy to answer any questions.”

“Anything else I can do to support you?”

“May I help with anything else?”

“Thank you for being amazing to work with!”

“Thanks for being on top of everything—your time and attention are making a difference.”

“Thanks for making this process rewarding.”

“You’re the best.”

“Inspired by you and what’s next.”

“Inspired by you and what you do.”

“We’re inspired by you and your [xyz].”

“Thank you for your time and talent.”

“Thank you for sharing your [xyz].”

“Thanks again and enjoy the rest of your week!”

“Appreciate you.”

“Grateful for you.”

“Grateful for your time and energy.”

“Please share your [thoughts / feedback] by [date].”

“Cheers to you and the fun to come!”

“Cheers to you and what’s next.”

Relationship Building

Relationship Building

SET THE TONE

At the start of every project, mail a handwritten card or florals.

Show your client you appreciate them with a high-end touch from the start. When it comes to a handwritten card, give yourself bonus points for custom stationery. This could also include sending flowers or taking an extra 2 minutes to echo your excitement for the project online or over the phone.

LISTEN CAREFULLY

Understand what matters most to your client. Catch meaningful details across conversation.

Don't be afraid to confirm key points or ask questions for understanding. Trust is earned and listening is everything.

BE GENEROUS

*After you wrap your project, send a gift specific to their interest.
Stay in touch without asking for anything in return.*

Small gestures make a big difference and choosing to be generous is a lovely way to connect to your client on a deeper level. Share resources and referrals. Celebrate wins. Generosity is not only kind, it opens doors.

PERSONALIZE

Say hi with a friendly face, right in your email signature.

Connect names and faces. Photos remind your reader that you're human, making 'em more likely to bond with you and less likely to fire-off an unkind message. One way to do this is by adding your portrait to your email signature.

You got this.

You're a team. Lean on each other's individual strengths. Ask questions. Be willing to help and willing to ask for help.

Most of all, know that you already have everything it takes to provide an exceptional client experience, and that's integrity. If you're willing to learn, adapt, and evolve—you're only going to get better at what you do.

Key Takeaways

01 EMPOWER YOURSELF

Empower yourself by sharing clear expectations from the start.

02 MAKE IT EASY

Make it easy for your reader to understand what to expect and what you need from them.

03 LET GO

You can be flexible, kind, and helpful while sticking true to your standards and boundaries.

& WHAT CAN YOU CUT?

Remember, always ask yourself, **what can I cut?** Get ruthless at self-editing so your email actually gets read and earns the response you want.

Help is here.

Ever in a time-sensitive or particularly sticky dilemma? Please contact me. I'll get back to you with insights and copy.

hello@christycopywriting.com

Thank you.

You're part of a phenomenal group that not only produces award-winning work, but also happens to consist of lovely humans at the top of their game.

It's a real privilege to work with you.