

Lead Enquiry

EMAIL SCRIPTS

New Enquiry / DM / Email Response

Hi ____,

Thanks so much for getting in touch – it's lovely to hear from you.

To give you a better feel for my work and how I support my clients, you can view my portfolio / investment guide here: ____.

If you'd like to chat things through in more detail, I'd be more than happy to jump on a call and talk through your goals and see if we're a good fit.

Just let me know what feels best for you.

Speak soon.

Application Accepted – Call Invite

Hi ____,

Thank you so much for filling out my application form, I really appreciate you taking the time to share more about your business.

I'd love to discuss things in a bit more detail and hear more about what you're looking to achieve. If you'd like, we can jump on a call to chat everything through.

Please let me know a date and time that works for you between ____ and ____, and I'll get that booked in.

Looking forward to speaking with you,

Polite Decline

Hi ____,

Thank you so much for taking the time to apply and share your project with me.

At the moment, I don't feel I'm the best fit for what you're looking for, but I really appreciate you reaching out and considering working together.

I wish you all the best moving forward and hope you find the right support for your business.

Kind regards,

Lead Enquiry

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Follow-Up to a Quiet Lead

Hi ___,

I just wanted to check in and see if you had any questions after my last email.

No rush at all, just let me know either way so I know how best to move forward.

Thanks so much,

Onboarding / Welcome

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Onboarding & Start Date Confirmation

Hi ____,

I'm so excited to be working with you — thank you so much for choosing to work with me.

Here's everything you need to know ahead of our start date on ____.

What I'll need from you before we begin:

- ____ (e.g. content, brand assets, logins)
- ____
- Please upload or send everything via ____ by ____

Project details:

- Start date: ____
- Strategy / kickoff call: ____
- Project portal / welcome pack: attached / linked here ____

Payment:

- Your invoice is attached / linked here: ____
- Payment is due by ____ to secure your start date

Communication:

- All communication will take place via ____
- You can expect responses within ____ working hours

If you have any questions at all before we get started, just reply to this email, I'm more than happy to help. I'm really looking forward to getting started.

Speak soon,

Management & Feedback

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Requesting Feedback

Hi ___,

I've shared ___ with you and would love your feedback by ___ so we can keep everything moving forward as planned.

If possible, keeping feedback clear and in one place really helps the process run smoothly.

Looking forward to your thoughts,

Vague Feedback – Clarification

Hi ___,

Thanks so much for sharing your thoughts.

To make sure I refine this in the right direction, could you let me know:

- What you're liking so far
- What doesn't quite feel right
- Any specific changes you'd like to see

That'll help me move things forward more efficiently.

Thanks so much,

Endless Changes / Revision Reminder

Hi ___,

I just wanted to check in regarding revisions.

The project includes ___ rounds of revisions, which helps keep everything on track and ensures the process runs smoothly for both of us.

Any additional changes outside of this can absolutely be quoted separately if you'd like to continue refining things further.

Let me know how you'd like to proceed.

Best,

Management & Feedback

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Out-of-Scope Request

Hi ____,

Thanks for sharing this, it's a great idea.

This does sit outside the agreed scope of the project, however I'd be more than happy to quote for this separately if you'd like me to take it on.

Just let me know what works best for you.

Best,

Payments

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Friendly Invoice Reminder

Hi ____,

Just a quick reminder that invoice ____ was due on ____.

You can make payment here: ____

Please let me know if you have any questions at all.

Thanks so much,

Overdue Invoice

Hi ____,

I hope you're well.

I'm just following up as invoice ____ is now overdue.

As outlined in my terms, work will be paused until payment is received. Once payment has been made, I'll be able to resume work and confirm next steps.

Thank you for your understanding,

Difficult Situations

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Rude or Unprofessional Communication

Hi ____,

I want to make sure we're able to work together in a positive and productive way so we can ensure your goals are met throughout the duration of us working together.

I'm always happy to help, but I do need communication to remain respectful and constructive so I can deliver my best work for you.

If you have any questions, I am always here.

Thank you for understanding,

Client Ending Contract Early

Hi ____,

I'm sorry to hear you've decided to end the contract early.

As outlined in our agreement, ending the contract at this stage means that rights to the content created remain with me, and the work cannot be used or published.

I genuinely wish you all the best moving forward and thank you for the opportunity to work together.

Kind regards,

Offboarding

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Project Complete (Branding)

Hi ____,

With the project now complete, I'd like to say a huge thank you for choosing to work with me.

I've absolutely loved working on this project with you and bringing everything together. I'm really excited to see the brand evolve further in the coming months.

You can find all of your final files here: ____.

If you have any questions about these, please don't hesitate to reach out.

But in the meantime I wish you and your brand all the success and i have no doubt it will do amazing things.

Many thanks,

Project Complete (Social Media)

Hi ____,

I just wanted to take a moment to thank you so much for the time we've worked together. It's been a pleasure working with you, and I have loved every moment.

Before we part ways, I just want to make sure you have everything you need.

You can find all of your final files here: ____

Shared Google Drive:

Please make sure to download anything you'd like to keep from our shared Google Drive within the next 30 days. After that, I'll be removing the files due to storage.

Account Status:

I've now logged out of the account, so it's fully under your control.

If you ever need anything or have any questions in the meantime, please just reach out, I'm always here for you!

Wishing you all the best,

Offboarding

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Feedback / Testimonial Request

Hi ____,

I hope you're well.

If you have a moment, I'd truly appreciate any feedback you'd be happy to share about your experience working with me. It helps me improve my services and also supports my business moving forward.

If you don't mind, you can leave any feedback you may have here: ____

Thank you so much, it really does mean so much.

Many thanks,
