**The Email Class**

**“Are you ready…now?”**

*You were corresponding with a potential client. They seemed excited to hire you! But for various reasons (timing, finances, scheduling issues) it wasn’t the right time and they never officially hired you. Use this email to circle back a few weeks—or months—later to inquire, “Are you still interested? Are you ready…now?”*

*Here’s the sample email. On the next page, you’ll see a template (fill-in-the-blank version) that you can customize.*

Hi Valerie,

I hope you’ve been doing well amidst the pandemic, feeling healthy, and finding silver linings wherever possible.

When we spoke a few months ago, you mentioned that you want to build a transition plan to shift from your corporate job into being self-employed and doing work you really love. But, for various reasons, you weren’t quite ready to get started at that time.

Now that a few months have gone by, I wanted to circle back.

Would you like to get started…now? :)

I’ve got space on my schedule for 1 or 2 more clients this fall, and I wanted to offer 1 of those spots to you before I start chatting with other people.

When you have a moment, please let me know A or B:

1. “Yes! I’m ready now! Let’s do this.”
2. “Nope, no thank you, this still doesn’t feel like the right time.”

No worries either way! Thank you for letting me know.

And to refresh your memory, here’s more info about my career-coaching services including everything that’s included, pricing, and payment options. Thank you again!

Hi <Name>,

I hope you’ve been doing well amidst the pandemic, feeling healthy, and finding silver linings wherever possible.

When we spoke a few months ago, you mentioned that you wanted to hire someone to <whatever you do>. But, you weren’t quite ready to get started at that time.

Now that a few <months/weeks> have gone by, I wanted to circle back.

Would you like to <whatever you do>…now?

I’ve got space on my schedule for 1 or 2 more <projects/clients/etc.> this <fall/spring/etc.>, and I wanted to offer 1 of those spots to you before I start chatting with other people.

When you have a moment, please let me know A or B:

1. “Yes! I’m ready now! Let’s do this.”
2. “Nope, no thank you, this still doesn’t feel like the right time.”

No worries either way! Thank you for letting me know.

And to refresh your memory, here’s more info about my services including everything that’s included, pricing, and payment options. Thank you again!