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Stacy Kildal • May. 15, 2014

I recently saw a blog article titled "The Email Line That's Client Repellent" and clicked through, thinking "I hope I don't do this..." and when I read [the article](#), guess what? GUILTY!

That one article drastically changed my entire mindset on how we communicate with clients. I immediately decided to institute a standard format for communicating with clients, and see how it worked. Guess what? We now spend less time writing emails, reading emails, and better than anything else – less time trying to get the information and/or data we need from clients.

The big thing, like that article says: Don't ask clients what do next – tell them what the next steps are. This is why they're paying you.

Also: Avoid the dreaded Wall of Text. (No one reads those, trust me.)

Here's our format:

Greeting

- Bulleted Update #1
- Bulleted Update #2
- Bulleted Update #3

Next Steps: (Describe the action you will take on behalf of the client)

- Bulleted Step #1
- Bulleted Step #2

- Alternative Step(s) to #1 or #!

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