



# PUTTING IT ALL TOGETHER

SUBJECT: A new print order for Acme Box Co

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Hi Alan

Hope you're well.

We need 2 labels reprinted from an old job (see attached).

## **Artwork**

- using the job number below, can you access the artwork? It's exactly the same--no changes needed
- does this mean the artwork cost on the attached quote would be removed?

## **Can you please provide:**

- a new quote with a minimum of 2 labels but maximising the sheet of stock - so if it's only a small additional cost to do up to 5, we'll take that please
- an ETA - I would have liked them today with the other labels but since you're not a mind reader, lol, I'll take what I can get

Thanks!

Shelly



SUBJECT: Piloting a 2-day leadership programme for Acme Box Co

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Hey Fleur 😊

Hope you had a great weekend!

**Just following up on 2 things**

1. Do you need anything else from me?
2. Can you give me the physical address for me to send you my book?

Thanks

Shelly



SUBJECT: How I'm going to rock your comms

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Hey Charlotte

So lovely to talk to you yesterday!

I can't WAIT to start helping you make some changes, and start seeing the results – here's our plan.

### **Where you're at**

- You've been around a long time, but you're stagnant
- Your market is small businesses
- You don't just sell boom boxes - you help people choose the right tool for what they really need, and help them get the most out of it

### **You need**

- A facelift - every customer touchpoint needs to speak HUMAN, REAL, PERSONAL
- Some training for Dave
- A complete revamp of marketing collateral
- Improved emails and comms for all staff

### **What I propose - getting started**

- I can create a LinkedIn profile template with 1-2 examples for \$XXX
- I could also then edit each profile after they've been written for \$XXX each, if needed.
- I'm happy to spend 3-4 hours with Dave for \$XXXX.

Let me know how that looks. When you're ready, I'll invoice 50% up front to get us started.

Talk soon!



SUBJECT: Can we consolidate our to do list please?

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Morning!

I hope you're feeling good about what we're accomplishing - I am.

I have lost track a bit though – can we consolidate our to-do list?

**When you get a chance, can you please:**

- write me a list of all the documents/email text I still need to redraft for you?

**In the meantime, I will:**

- prioritise whatever you need most urgently (if you let me know)
- work on the website content unless otherwise directed, and that'll take me 2 weeks probably

Chin up, aye? You're doing BRILLIANTLY





SUBJECT: Finalising my work on your thesis

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Hi Sue

Thanks for sending everything through, and congratulations on getting this over the line!

**I can have this work completed in 2 weeks if you provide me:**

- An itemised list of the exact changes/work you need done - I can't be responsible for reading/interpreting all the various feedback and deciding what it's my responsibility to do - I need exact instructions from you
- One final Word version of your thesis which I will edit with track changes

**My rate for this will be \$/hour**

- I don't know, until I have your list of clear instructions, how long this will take
- Once I have that list I can give you a ball park figure, and if you have a limit I can keep that in mind

Let me know?



SUBJECT: Non-attendance at the ABC feedback session

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Hi all

We missed seeing you at last week's session.

Just letting you know, because of non-attendance, we won't be running another session.

**You requested a second feedback session**

- The request was made last minute, and we were able to accommodate your request
- We invested time and effort (including bringing in an extra staff member on her day off) to make this happen

**No one attended the requested extra session**

- No one showed up or advised us they couldn't make it
- I'm sure you understand this was incredibly inconvenient

**In future, can you please**

- Give us as much advance warning as possible that you can't attend

Thanks

Shelly