

The Website Designer's Boundaries Vault

Word-for-word scripts for tricky client situations,
from inquiry to launch and beyond.

1. Client Missed a Prep Deadline

Subject line: Quick Check-In on Prep Materials

Hey {Client Name},

Just wanted to check in! We're still waiting on a few pieces of content from you inside of {insert name of your project hub. Ex: Trello board}. To stay on track for your project timeline, we'll need everything finalized by {Insert Date}.

Here are the items we're still needing from you:
{Insert list of to do's}

If you need extra time, no worries at all. We can look at adjusting your active design date to make sure you feel fully prepared. {If you have a reschedule fee, you can add the verbiage for that here.}

Just let me know what works best for you! Thank you!

{Insert friendly sign-off,}
{{your_name}}

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2. "Just One More Thing..." After the Project Ends

OPTION ONE Reply:

Thanks so much for sending that over!

I do want to make a quick note that your {insert length} follow-up support period is reserved for functionality updates such as missing links, form errors, or anything not working as expected.

This type of update falls a bit out of that scope, but I want to make sure you feel great about your new site. I'm happy to gift you an extra {30 minutes} of support time to take care of these updates!

I'll let you know once those updates are live.

If anything else pops up beyond that window, I'm always happy to help! It would fall under my hourly rate of {insert hourly rate}.

Thanks again! Excited for you to share your new site with the world! :)

OPTION TWO Reply:

Thanks so much for sending that over!

I'm more than happy to help with that! Since your project has officially wrapped, any updates or additions from here on would fall under my hourly rate of {insert rate}.

Let me know if that works for you, and if so, I'll be happy to go in and make this update for you!

Thanks again!

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3. Too Many Pages Added

Reply:

Thanks so much for sending over your content!

Just a quick heads-up, your package includes up to {insert number} pages, which helps us stay focused and deliver high-quality work within your timeline.

It looks like a few extra pages were submitted beyond what's included. If you'd like to move forward with those as part of the project, I'd be happy to add them on for {insert add-on rate}. Just let me know if you'd like to do that!

Otherwise, we'll focus on the {insert number} most important pages to make sure we can complete them beautifully and give you an end result you'll love!

Let me know what you'd prefer!

4. Scope Creep During Revisions

Reply:

I'm so excited that you're loving the site and thinking of new ideas! The notes you shared go a bit beyond what will fit into your {insert revision scope}, so we have a couple of options:

1. Stick with the original revision scope and focus on priority items, and see what all we can get done within the allotted time.
2. Add extra time to the project at my hourly rate of {\$XXX/hr} with a follow-up session we can schedule for {insert timeframe}.

Let me know what feels best for you!

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5. Client Asks for a Discount

Reply:

Thanks so much for asking! I completely understand wanting to make sure this is the right investment.

My pricing reflects the full process, from prep and strategy through design, build, and launch support, and I keep it consistent for every client so the quality never depends on the price.

That said, I do have a couple of options that might help:

1. {Insert payment plan option if applicable}
2. {Insert smaller package or scaled-down offer if applicable}

If neither of those feels like the right fit right now, no hard feelings at all. I'd love to work together whenever the timing lines up better!

6. Vague Feedback ("I just don't love it")

Reply:

Thanks for being honest with me! I'd much rather hear it now than after launch.

To make the most of our revision time, can you point me to specifics?

Which section feels the most off, and is it the colors, layout, imagery, or copy? Also, can you let me know if there are any items you do love that I should leave alone?

Once I know what's landing and what isn't, I can make targeted changes instead of guessing and accidentally changing pieces you like!

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7. Requests Outside Business Hours

Auto-reply or DM reply:

Thanks so much for your message! Just a quick note that my work hours are {Insert Hours}, and I'll get back to you first thing when I'm online.

Can't wait to dive in and give your project the full attention it deserves!

8. Booked But Haven't Started Yet

Follow-up Message:

Hey {Client Name}! I hope you're doing amazing!

I realized you haven't gotten started inside your {insert project hub} yet, so I wanted to check in and see how things are going on your end.

No rush at all! I know how quickly time can fly when you're juggling all the things. That said, I want to make sure you have plenty of runway, because the sooner your content comes in, the sooner we can lock in your timeline and get everything moving.

Here are the main things I need from you to get started:
{Insert list of to do's}

If any of it feels overwhelming, just tell me which piece is tripping you up and I'll walk you through it. Sometimes it helps to knock out one section at a time instead of trying to do it all in one sitting.

I can't wait to dive in and create something incredible together. Just give me a quick reply and we'll get everything rolling!

Talk soon! 🧡

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9. Client Not Using the Project Hub

Subject line: Keeping Everything Organized in One Place

Hi {Client Name},

Thanks so much for sending those over! I went ahead and transferred everything into your {project hub name} so we can keep things organized for you.

For any future updates or files, if you could upload them directly to the hub, that will help us stay on track and make sure nothing gets missed.

Thanks so much!

{Your friendly sign-off},
{your_name}

10. Client Not Available During Revision Time

Subject line: Scheduling Your Revision Time

Hi [Client Name],

I saw your note about being unavailable during your scheduled revision window. Since revisions require your input in real time, we'll need to pick a {day/time} when you're available to review and provide feedback quickly.

Go ahead and let me know a date that works better for you, and we'll get you rescheduled so we can make the most of your revision time and finalize everything!

Excited to wrap this up beautifully for you!

{Your friendly sign-off},
{your_name}

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11. Free Support Requests After the Support Window

Hey {Client Name}!

So good to hear from you! I hope your site has been serving you well.

Your project wrapped back in {insert month}, so we're outside the {insert length} support window that was included. I'm always happy to jump back in though!

Here's how we can work together:

1. One-off fix at my hourly rate of {insert rate}
2. {Insert maintenance plan or retainer, if you offer one}
3. If you'd rather handle it yourself, here's a quick walkthrough: {insert Loom or resource link}

Just let me know which sounds best and I'll get you scheduled!

12. Nothing Is Landing (The Client Who Rejects Everything)

Hi {Client Name},

I want to make sure we get this moving in the right direction.

We've been through a few revisions at this point, and I'm noticing that the direction still isn't feeling like a fit. Rather than keep guessing and making small adjustments, can you send me 2–3 examples of websites/designs that feel closer to what you're picturing?

They don't need to be exact matches — I'm looking for anything that helps me understand the direction you're drawn to. If you can, tell me what you like about each one too: the layout, colors, typography, overall feeling, etc.

That'll give me something concrete to work from so we can make sure it's lining up better with your vision.

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13. Missed Installment on Payment Plan

Subject line: Friendly Reminder: Missed Payment Installment

Hi [Client Name],

I hope everything's going great on your end and that you're enjoying your new site! I wanted to quickly reach out because I noticed your scheduled installment for [project name] on [due date] hasn't gone through yet.

No worries, it happens! To keep your payment plan on track, please process the missed payment as soon as you're able. If you need the invoice link resent or are experiencing any issues with your payment method, just let me know and I'll be happy to assist.

Thanks so much for taking care of this promptly,
{{your_name}}