

# NO, THANK YOU

A friendly script to help you say no



# NO, THANK YOU. A SCRIPT.

So you've got your Most Valued Customer figured out? This is the customer who will pay your rates and who:

- You most love working with.
- Is ready to work with you.
- Will benefit from what you have to offer right now.
- Will do the most good with the work you'll do together.

But what about the folks that want to give you their money who don't fall into this category?

Here's an email script you can use to mindfully say "no, thank you" and leave space for your Most Valued Customers.

Be sure to replace any text in brackets [ ] with the appropriate custom text.

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Subject line: Re: Working together

Hiya [NAME],

Thank you so much for taking the time to reach out! From what you've shared with me so far it sounds like you're really passionate about your [website/project/business].

After reviewing your [submission/email/application], I don't think I'm the right person to support you with this project. [Add the reason if you'd like, though if you simply want to say no, you can skip this part. e.g. "Your budget is \$X and my projects start at \$Y" or "You need to launch by X and my next opening would put your earliest launch date at Y."]

I'd don't want to leave you hanging, though, so let's get you matched up with someone who may be a better fit:

Business/service provider/product 1

Business/service provider/product 2

Business/service provider/product 3

Thanks again for writing, and I wish you ALL the success in your [website/project/business].!

[A sincere salutation]

[Your Name]

# ABOUT JAMIE LEIGH

Here's the thing not everyone realizes...

**A DYNAMIC WEBSITE IS BOTH A WORK OF ART AND A FEAT OF TECHNOLOGY.**

Which happens to be something I totally dig.

On one hand, I'm a heart-centered creative. I've got a degree in visual anthropology and I'm fascinated by the unique ways we express ourselves and our world-views. I believe creativity is at the core of what makes us human—and I love humans.

But on the other, I'm all tech. In a past life, I was a network administrator. Industrial-strength passwords and redundant backups give me goosebumps.

I used to think those two sides of my identity were in conflict with each other. Silly, right? Now I know the truth: like Marty and Doc, they're way stronger together. And that's my goal for you. Let's transition your skills + knowledge into a strategy full of impact, clear direction for your business, and greater confidence in yourself as a business owner.

**I empower women to unlock their own uniqueness + combine it with smart digital strategies.**

