**Seeking Client Approval for Projects
Email Examples**

Dear Client,

We are very excited to be commencing works on XX project!

As we do with all our most exciting projects, we would like to ensure from the get-go that we have your permission to capture your projects journey so we can showcase what we have accomplished together in your space.

This can be as big or small as you like, any content captured will be at no cost to you but is also yours to use as you wish, and you will always have final approval on what goes out.

At this stage we are keen to take before shots and install timelapse cameras in A, B, C location. This is so we can celebrate this incredible transformation. We know from experience that our client’s employees love to see the work that has gone into creating the space designed for them. (We are happy/get a kick out of/ its always rewarding for us to give this to you to show them)

As well as tracking the journey, we love to showcase the finished product by taking professional photos and videos of your space. Of course, any content create is yours to keep and for us, we utilise these alongside written case studies of the project for use in tenders, on our website and social media channels.

Here are some content examples from our recent projects:

* Case Study Example 1 - [Salesforce Tower Sydney Fitout (shape.com.au)](https://shape.com.au/projects/salesforce-tower-sydney/)
* Case Study Example 2 – [Charter Hall Office Expansion (shape.com.au)](https://shape.com.au/projects/charter-hall-office-expansion/)
* Social Post Example 1 – [RACV Royal Pines Testimonial (@shape\_aus Instagram)](https://www.instagram.com/p/C21X3Gby0p1/?img_index=9)
* Social Post Example 2 - [Novotel Sydney Completion (SHAPE LinkedIn)](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A7168043206197137408)

Just to be clear, we want to reiterate that you’re in control of what details are shared and you will have final approval of drafts before they are published.

We are all about working together and want to make content that is mutually beneficial. If there are any particular details you would like us to leave out, that is completely fine, please let us know and we will create some drafts for you to look at.

And, on the flip side, if there are certain elements you are very excited to share, tell us and we will be sure to spotlight them.

Some things we would like to celebrate about this project include:

* Your commitment to sustainability eg. 6 Green Star Target
* Your [Key client value] Eg. Your our commitment to ensuring your daily operations were undisturbed during works
* Your [feature piece] eg. custom 4 floor interconnecting staircase
* Your use of Modular or other new technology
* What a great experience we had delivering this job for you

We’ve got our timelapse and photography partners ready to go and are keen to arrange this before demo commences on [date]. It would be ideal to hear back from you by [date] so let us know if you have any questions and if it makes things easier, we can connect our marketing teams so they can discuss parameters.

Allowing us to share the story of your project not only helps us secure future work but enables us to celebrate our amazing clients like you and their commitment to shaping the best spaces possible for their people.

Look forward to hearing from you,

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**Shorter version**

Dear Client,

We are very excited to be commencing works on XX project!

As we do with all our most exciting projects, we would like to ensure from the get-go that we have your permission to capture content related to your project so that at the end we can showcase what we have accomplished together in your space.

Typically, we do this in the form of a case study on our website and/or a post to our social media channels on LinkedIn and Instagram, please see some examples below:

* Case Study Example 1 - [Salesforce Tower Sydney Fitout (shape.com.au)](https://shape.com.au/projects/salesforce-tower-sydney/)
* Case Study Example 2 – [Charter Hall Office Expansion (shape.com.au)](https://shape.com.au/projects/charter-hall-office-expansion/)
* Social Post Example 1 – [RACV Royal Pines Testimonial (@shape\_aus Instagram)](https://www.instagram.com/p/C21X3Gby0p1/?img_index=9)
* Social Post Example 2 - [Novotel Sydney Completion (SHAPE LinkedIn)](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A7168043206197137408)

Of course, this content can be as detailed or vague as you like and if you would prefer us to leave out certain project details that is perfectly fine. If you are unsure, we would love the opportunity to answer your questions and agree on something that celebrates your incredible project while allowing us to showcase what we do best.

If this sounds good to you, please let us know by XXX so we can arrange the before shots and timelapse setup and if it makes things easier we can connect our marketing teams to discuss parameters.

[How to Get Customers to Agree to Be In Case Studies - Case Study Buddy](https://casestudybuddy.com/blog/how-to-get-clients-to-agree-to-be-in-case-studies/)