**MEETING REQUEST EMAIL TO CLIENT (SAMPLE)**

**\***Clients are tricky, and as such the best way to go about an email in this category is to be concise and straight to the point, stating the purpose of the meeting and how it can benefit the client, also adding contact information in closing the email. It is important not to force a client to wade through unnecessary information that they may not even be patient enough to read through.

(Take note that meetings with clients should not be requested on first contact).

**Sample meeting request email**

*TO: johndoe@products.com*

*SUBJECT: ‘MEETING REQUEST: XYZ PRODUCT ADVERTISING ‘*

*Dear Mr. John,*

*I am writing with regard to our earlier discussion about launching an ad campaign for your new product – our company has an impressive portfolio with success stories of products quite similar to yours and we would be glad to set up a meeting where we can discuss the matter further.*

*Does this interest you?*

*Kindly let me know so that we can set up a date and time that suits your schedule.*

*Janet Manuel*

\*Subsequent to sending an email in this format, a follow–up email could then be sent with details of a meeting venue, date and time after a response to the initial email sent; the clients may even provide their preferred arrangement, otherwise you may respond in this format;