

Dear _____,

We are looking forward to embarking on this partnership with [insert company] as we begin the production of your website redesign and launch. This innovative design concept and elevated user experience taps into and builds upon rising design trends which will resonate with a diverse range of consumer demographics. Our analysts project this launch to gain serious traction on social media and drive sales as a leading brand.

Upon further review of this exciting project's production budget and timeline, the complexity of this concept requires more resources in order to be completed by our targeted launch date. These additional expenditures exceed our current budget by \$10,000. We are confident that this supplementary investment into the original proposal will see comparable returns and will gladly move forward with the intended timeline if there is flexibility in your budget to approve this expenditure.

However, we certainly understand that budget constraints can be the deciding factor in the execution of a launch. We are committed to seeing this inventive redesign through to completion, so we've developed a few possible avenues of adjustment to work within your project budget.

1. If there is flexibility to push the launch date, we should be able to deliver the completed concept by [insert date] without the additional developers needed for an earlier deadline.
2. If launching on the ideal date takes priority, we can scale back some of the design features from the original concept while still publishing a polished, functional, and aesthetically appealing site on schedule. We will create a timeline for expansion and modifications post-launch and consider user feedback as we pull together the final concept by a later date.

Encountering additional expenditures is always frustrating, but we are glad to have identified this need early in the production process so we can quickly and easily pivot to the solution which works best for you. Please let us know how you would like to proceed with this project and we will adjust our production plan accordingly.

Throughout production, we'll share weekly progress updates to ensure we are on target with our launch date and avoid any future surprises. Regardless of which approach you decide to take for this project, we look forward to bringing your redesign concept to life and anticipate a highly successful launch!

Please feel free to contact us with any questions you may have about this proposal.

Warmly,

Emily Howard