

Here’s a sample script that you can use if you don’t know what to say when firing a client.

*Hello, [Client's Name]. I wanted to have a conversation with you today about our professional relationship.*

*After careful consideration and discussions within our agency, we believe it would be in the best interest of both parties to terminate our engagement.*

*We value our clients and strive to maintain partnerships based on trust, respect, and shared goals. However, despite our efforts to address certain concerns and meet your expectations, we have encountered ongoing challenges that have significantly impacted our ability to deliver our services effectively.*

*Specifically, we have faced the following issues: [Briefly describe the concerns or challenges you've encountered].*

*We understand the importance of a smooth transition, and we are committed to ensuring minimal disruption to your operations. We will provide all necessary documentation, assets, and information related to our work together, allowing for a seamless handover to your new service provider.*

*We genuinely appreciate the opportunity to have served your company and are grateful for the experiences we have shared. We wish you the best of luck in your future endeavors and hope you find a partner that better suits your needs.*

*Thank you for your understanding regarding this matter. We truly value the collaboration we've had in the past.*