

ELEVARE EDGE:
WEEKLY TIP

The "So What?" Test

Why your clients
are ignoring your
long emails (**and
how to fix it**).



Does this look familiar?



New Email Received

To: xxxx

Subject: XXX Project

Your Email



A block of dense text, citing Clause 4.2, Regulation B, and Case Law X...

Okay... but does this stop the deal? What's the next step?

Client Reply



The client didn't read your analysis because you buried the lead.
You gave them homework, not answers.



Law School vs. Reality

Sticking strictly to your academic training is keeping you from becoming a high-value advisor.



VS



School

Taught you to identify **Risk & Liability**. (The "What").

Reality

Clients care about **Cost, Time & Reputation**. (The "So What?").



Quick Test: Can you fix these?

Read the "Technician" advice below. **What is missing?**



CASE A (TRANSACTIONAL)

"The target company has expired software licenses. This is a breach of warranty."

"The counterparty is threatening to sue. The case law is ambiguous on this point."



CASE B (DISPUTES)



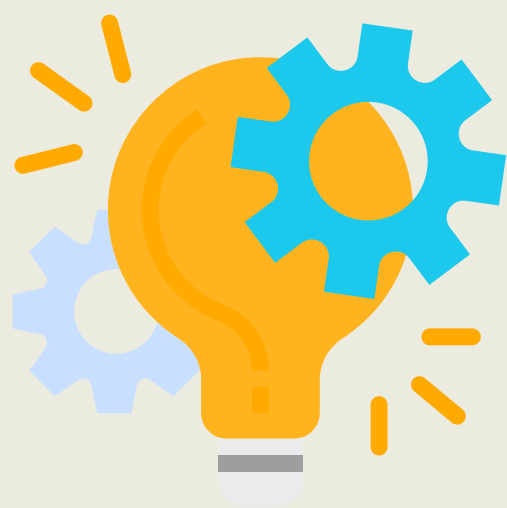
STOP!

Don't swipe yet. How would you add the "So What?" value?



The Transformation

Case A (Transactional Fix):



- **The "So What":** "They are using illegal software."
- **The Advice:** "We need to deduct the cost of new licenses (\$50k) from the purchase price."

Case B (Disputes Fix)

- **The "So What":** "Litigation will cost more than the claim value."
- **The Advice:** "We should offer a low settlement now to avoid a 12-month distraction."



Your Pre-Send Checklist

Before you hit send,
check these 4 boxes:



Did I summaries the **Business Impact** (Cost/Time) in the first 2 lines?



Did I use the words "**I recommend**" or "**We should**"?



If I listed a Risk, did I propose a **Solution** (e.g., indemnity, settlement)?



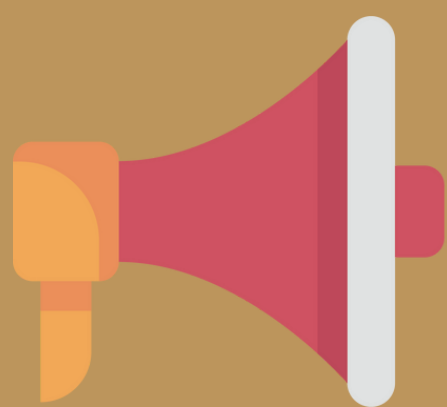
Does the **subject line** tell the client exactly what they need to decide?



Don't just spot the
problem.

Own the solution.

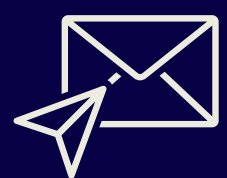
Business skills aren't taught in
lecture halls. **They are learned in
practice.**



Repost this if you think
law schools should teach
more commercial
awareness.



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