

HOW TO CREATE THE PERFECT FAMILY PORTRAIT WORKFLOW

A STEP-BY-STEP GUIDE.

A complete guide to the WHAT, WHEN and HOW of proven ways to provide a customizable experience that's going to grow your business with HIGHER REVENUE and MORE CLIENTS.

FAMILY PORTRAIT WORKFLOW

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Step 1: Inquiry - Quick Response

RECOMMENDED TIMING:
Immediately upon
receiving inquiry.

Hi {{client_first_name}},

Thanks so much for your interest in {{studio_name}}. We've received your inquiry and we'll get back to you just as quickly as we can!

{{studio_name}}

Step 2: Inquiry - Detailed Response

RECOMMENDED TIMING:
Within 24 hours of sending
the Quick Response.

Hi {{client_first_name}},

Thank you so much for reaching out. I would love the opportunity to work with you and your family.

I've attached a short questionnaire so that I can (1) get to know you and your family better and (2) learn more about what your goals are for this session. Please take a few moments to complete this.

If you have any questions, I'm happy to answer them. Once you've decided to move forward with booking, we'll want to get you on the calendar quickly. Sessions tend to book up fast and I want to make sure that you're taken care of. Please let me know if you have any other questions.

{{studio_name}}

Step 3: Booking Confirmation

RECOMMENDED TIMING:
When session is booked.

Hi {{client_first_name}},

I am really looking forward to working with you and your family. Before we can confirm your session date, I'll need you to read and sign the attached contract. If you have any questions, please let me know and I'll be happy to get them answered.

I do require a non-refundable retainer to hold the date and time on my calendar. Once you've signed the contract, I'll get that invoice right to you. Once I have a signed contract and a paid invoice, your date will be confirmed!

In the meantime, let me know if there is anything else that you need... and I look forward to working with you.
Thanks,

{{studio_name}}

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Step 4: Confirmation

RECOMMENDED TIMING:
Once the client's invoice is paid.

Hi {{client_first_name}},

You're officially booked! Thanks for getting the contract signed and invoice paid so quickly! You are now on the {{studio_name}} calendar.

As we get closer to your session, I'll be back in touch to finalize details and answer any other questions you might have. In the meantime, feel free to contact me with anything that might come up. I can't wait to work with you and your family.

Thanks!
{{studio_name}}

Step 5: Prep Client

RECOMMENDED TIMING:
One week before session.

Hi {{client_first_name}},

I'm looking forward to our upcoming session!

Below are a few things to remember while you're preparing for our session:

1. I need you to trust me. This is my job, and I don't take it lightly. I will do my absolute best to make you feel comfortable and look amazing, even if you don't feel that way. I just ask that you trust the process. And don't be nervous, I promise to make your part easy.

2. Kids will be kids... and I'm accustomed to it. Please don't worry when your kids go a little nutty or crazy during the shoot. I love this part of my job!

3. I'm always happy to provide recommendations and feedback on wardrobe ideas, but my number one rule is that you feel good in what you choose to wear. If you want to send me over some outfit options that you're considering, I'm happy to give you my two cents.

4. And you're always welcome to call or email me with any questions. I'm here to help.

Thanks,
{{studio_name}}

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Step 6: Collect Final Payment

RECOMMENDED TIMING:
One week before session.

Hi {{client_first_name}},

Our upcoming session is right around the corner and I can't wait to see you and your crew.

Attached is your invoice for the remainder of my session fee. Please pay upon receiving, as the full amount is due before our session date.

If you have any questions, please don't hesitate to reach out.

Thanks,
{{studio_name}}

Step 7: Session Reminder

RECOMMENDED TIMING:
Two days before session.

Hi {{client_first_name}},

It's nearly time for your family session! I'm so looking forward to it.

The final details are as follows:

Date: {{session_date}}

Time: {{session_time}}

Location: {{session_location}}

Please let me know if you have any questions at all. I'm here to help!

Thanks!
{{studio_name}}

Step 8: Thank You

RECOMMENDED TIMING:
One day after session.

Hi {{client_first_name}},

I loved working with you and your family and I hope we will get to work together again in the future.

My typical turnaround time is 2-3 weeks for family sessions, although this can vary slightly depending on my volume. As soon as your images are ready, I'll be back in touch.

Thanks,
{{studio_name}}

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Step 9: Post on Social Media

RECOMMENDED TIMING:
One day after session.

Posting a few teaser images to social media is a good move. Your clients will love to see them... and are often eager to share. Plus, it's just good business to get them what they want as quickly as possible.

Step 10: Blog Post

RECOMMENDED TIMING:
One week after session.

Bloggng is a great way to grow your business organically. And, a blog post is something that your client is highly likely to share. Getting these images up will help build brand awareness for your studio on social media platforms.

Step 11: Share Gallery

RECOMMENDED TIMING:
Two weeks after session.

Hi {{client_first_name}},

Your gallery is ready! I hope that you love your images as much as I do. If you haven't yet taken a look at the blog post, please visit my website to check it out.

Here is a link to your online gallery:

I can't wait to hear your thoughts and hope that you will share with your friends, family and social media followers!

Thanks,
{{studio_name}}

Step 12: Client Review

RECOMMENDED TIMING:
One month after session.

Hi {{client_first_name}},

I would love if you could leave me a short and honest review about your overall experience with me. You can do this a few different ways:

1. You can simply fill out the attached questionnaire.
2. You can leave a review on my Facebook business page.
3. You can reply to this email with a simple quote.

Thank you so much for trusting me with your family photos, and for taking the time to provide me with a review.

Thanks,
{{studio_name}}

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Step 13: Request Referrals

RECOMMENDED TIMING:
Two months after session.

Hi {{client_first_name}},

As a small business owner, I rely heavily on referrals to gain new clients. I have a simple request: I would love if you could send over any friends or family members that you think may be interested in photography. You can also simply provide my name and contact information to them.

Your support means so much to me. Thank you, in advance, for your help.

{{studio_name}}

Step 14: Stay in touch

RECOMMENDED TIMING:
Three months after session.

Hi {{client_first_name}},

It's been a while since we last connected and I just wanted to touch base to see how you guys are doing.

As usual, things are busy around here, but you've been on my mind and I wanted to say hello. Hope all is well and I hope to see you guys again soon!

Thanks,
{{studio_name}}

Step 15: Book Again

RECOMMENDED TIMING:
Nine months after session.

Hi {{client_first_name}},

Hope all is going well with you and the family. I can't believe how time has flown by since we last got together to do a family photo session.

If you're interested in another session soon, please let me know. We will want to get you on my calendar as soon as possible since I tend to book up fairly quickly.

Let me know!

Thanks,
{{studio_name}}