

# TOP 3 EMAIL TEMPLATES





# CREATE A WONDERFUL EXPERIENCE FOR YOUR CLIENTS, FROM INITIAL INQUIRY THROUGH IMAGE DELIVERY.

Email can be an absolute time suck. But there are ways that you can get start spending less time in your inbox and focus on other important things. The biggest thing to you can do to not waste time is to stop rewriting responses to emails that you send to every client or questions are asked often.

Three emails that you should always have a template for are:

1. The "Getting to know you" email.
2. The "Thanks for a great session!" email.
3. The "follow up survey and referral" email.

Having a template for these three emails (and the other brilliant marketing messages that you've created) will put you well on your way to providing an even more consistent and fabulous experience for each one of your clients! Simply copy and paste the following templates into your canned responses or into your studio management program.

# "GETTING TO KNOW YOU"

## EMAIL TEMPLATE

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.

Thanks!

(Your name)

# 'THANKS FOR A GREAT SESSION' EMAIL TEMPLATE

Hi (Client first name)!

Thank you so much for a wonderful session. I loved working with you and your family and I hope we will get to work together again in the future.

As a reminder, I will share a few preview images on my Facebook and Instagram pages. Feel free to tag yourself and your family members so that your friends can see!

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!

(Your name)

# THE "FOLLOW UP SURVEY AND REFERRAL" EMAIL TEMPLATE

Hi (Client first name)!

I hope that all is well with you and your family. I also hope you are loving your images and have had a chance to print and display some of your favorites.

Like any business, I rely heavily on reviews and referrals from my clients to help continually grow. 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.

I would also 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!

(Your name)