

WEDDING SESSION

EMAIL TEMPLATES

It's important to note, that no ONE initial inquiry email will work all situations. It's best practice to be as personal as possible in the initial inquiry but if you are receiving a large number of inquiries per week you might need to make your response more general in order to handle the number that you are getting. If you are getting fewer inquiries, you might want to try to be as personal as possible to help ensure a response!

INITIAL INQUIRY

Hello _____!!!

Thank you so much for your email and congratulations on your upcoming wedding! You must so excited! I look forward to getting to know more about you and your fiancé, _____! (Take an opportunity to mention anything they might have mentioned that's a little more personal in their inquiry).

I'm sure you are in the process of making tons of decisions for your upcoming wedding...so much to plan! I am honored that you love my work and I am so happy (you found me on _____) (_____ sent you my way)! I am available on _____ and would love the opportunity to capture your beautiful day! That's probably going to be a very popular date...such a perfect time of year to get married and your venue is GORGEOUS!!!

Please take a look at information on my collections and let me know if there is one that would work best for you! I am also happy to customize a package to meet your specific needs if you like. :-)) I would love to set up a call with you to introduce myself and get to know you a little better. Would Tuesday or Wednesday of this week work? This will give me an opportunity to answer any questions you have and hear more about your plans! I look forward to hearing from you _____, have a wonderful day!

Name

FOLLOW UP AFTER SENT PRICING

Hi there! I'm just following up on the information you requested a few days ago. Are there any questions you guys have? I would love to answer those for you!!

Let me know if there's any other way I can serve you all. I can't wait to hear more about your.....

Cheers!

LAST FOLLOW UP/CLOSEOUT INQUIRY

I know this is a super busy time of the year for everyone especially when it comes to wedding planning, I just wanted to check in one last time to see if you have any further questions or if there was anything else I could do for you!

That being said, it's never my intention to pest, as I never like it when that is done to me. Since I haven't heard from you, I'm going to go ahead and close out your inquiry and hopefully if/when you have time and you are still interested you can send me an email to see if I am still available for your date.

I hope the wedding planning is going well and that you are doing well!

Name

CLIENT IS LATE ON A PAYMENT

Hi (client)! I just wanted to check and see if you had any questions about your (next payment) or (final balance).

Your payment is past due, due on (), but I'd be happy to give you a few days extension until (three days from now). You can take care of this using the link below.

As always let me know if you have any questions at all!

Name

CAN I GET THE PRICING SOMEONE ELSE HAD?

Hi (client)! That is a great question. I loved working with -----, her event/project was so much fun!!

So since it's been a little while since _____ event/project, we've changed our pricing structure a bit to account for increased experience, skill, detail and product changes. I'm unfortunately not able to give you with the same pricing as _____ secured just because our changes and updates are across the board and I do want to make sure we are being fair to all the clients who've booked us at our current pricing.

Please let me know if you have any questions at all, I'd be happy to answer!

Name