

## EPISODE 2

# Client Experience Worksheet

Chances are, you found your way here because of the podcast we recorded with the incredible Rachel Traxler. Rachel is an absolute wizard when it comes to client experience, and our brains are full to the brim with knowledge and inspiration. If you haven't wrapped your ears around this jewel of an episode yet, we strongly encourage you to head on over to wherever you get your podcasts and listen now!

Client experience is the only thing that separates you from other photographers. It's you - your brand, your experience, and in a saturated market this is so important to differentiate you from the crowd. With the correct client experience, you'll see an increase in demand for your services, be able to bump up your pricing, and grow and expand beyond what you thought possible!

If you're keen to start but can't remember exactly how, we've summarised some of Rachel's key points into this worksheet.

# STARTING FROM ZERO

## - CREATING YOUR WORKFLOW

1. Sit down and write down a walk-through of the experience that you provide now.

2. Imagine yourself as the client.  
(what does it look/feel like?)

# STARTING FROM ZERO

## - CREATING YOUR WORKFLOW

3. What can you add or take away? Improve it? Make it more streamlined?

4. Role play with a friend.

5. See where you can tweak it even more to be more beneficial, efficient, or serving to your clients?

# TWO KEY TAKEAWAYS FOR A SEAMLESS CLIENT EXPERIENCE

1. Know what to send your clients, and when! Break things down so that they're not receiving all of the information all at once. Nobody's ready for all the information at once.
2. Meet your clients where they're at in their journey.
  - Are they inquiring about your prices? Send them a Pricing Guide!
  - Have they just booked? Send them a Welcome Guide!
  - Planning a wedding? Send them a Wedding Guide!
  - Not sure what to wear to their next family session? Send them a What to Wear Guide!

You'll find most of these guides in the Education Section within the Unscripted App, but don't forget to personalise them with messages suited to your client.

The one main thing we learned during this interview was to get your process nailed down NOW. It doesn't have to be perfect, and you can change it and tweak it as things change, but getting systems in place early on to support you in the future is crucial for scaling your business without losing your sanity in the process.



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