



Email templates *for photographers*

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Why use email templates?

For photographers who spend a lot of time emailing clients and saying the same thing, email templates add a useful layer of automation.

While they should never fully replace the human element of a conversation, the time-saving power of email template tools is indisputable. And they also deliver some supercharged extras.

They're particularly beneficial for wedding, portrait and newborn photographers whose service follows the same path for each shoot. From your initial response to a post-project thank you, using templates can ensure no stage is missed, maximising efficiency and professionalism.



The benefits...

When you have a set of carefully considered templates in place, you'll have the peace of mind that you've covered off all the essentials.

- ✗ No more hastily replying to a client query and forgetting to mention that one crucial piece of information.
- ✗ No more ambiguity from a confusingly phrased piece of advice.
- ✗ And of course, no more accidental typos.

A good way to look at email templates is as the foundation of your client communication strategy, not the finished product.



Using email templates within your CRM

A Customer Relationship Manager (CRM) or Photography Business Management Software, like Light Blue, helps to bring all your business information into one central place.

Automation where it helps...

Schedule reminders that prevent no-shows, messages that nurture leads, and use flexible templates that speed up everything from client communications through to invoicing.


The image is a composite of two parts. The top part shows a calendar interface with a list of events for a portrait session. The events are: 'Portrait pre-shoot nurture (1 week before the shoot)' with a mail icon; 'Portrait information pre-session questionnaire' with a document icon; 'Portrait shoot reminder (1 day before the shoot)' with a calendar icon and a date of '1 day before the shoot date'; 'Arrange viewing session (add viewing appointment to shoot record) (Client communication)' with a calendar icon and a date of 'On the day of the shoot'; 'Portrait post-shoot excitement email (1 day after the shoot)' with a mail icon and a date of '11:00, 1 day after the shoot date'; and 'Post-production work (Post-Production)' with a calendar icon. The bottom part shows a handwritten note on a light blue background. The note is from 'Dolly Sgaphi' (whose name is also in a circular stamp) to 'Hi Rowan,'. The text of the note says: 'I'm looking forward to seeing you soon for your portrait session. I know that it isn't every day that you're getting your photo taken, so I've prepared a handy guide to help you to prepare for the experience. If you have any questions, please do let us know!'

Hey %ContactFirstName%,

It was so lovely to meet little
%ContactRole:Baby:ContactFirstName% yesterday!

I'm really happy that we've got a great set of images and I'm so
excited to share them with you.

Take care & speak soon



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

... and personalisation where it matters

Every client and job is unique, so Light Blue lets you add your own personal touches to everything that you send to them, even if you're using our powerful workflows and templates.

Manage your photography business *in one place*

✉ *Emails, texts & automation*

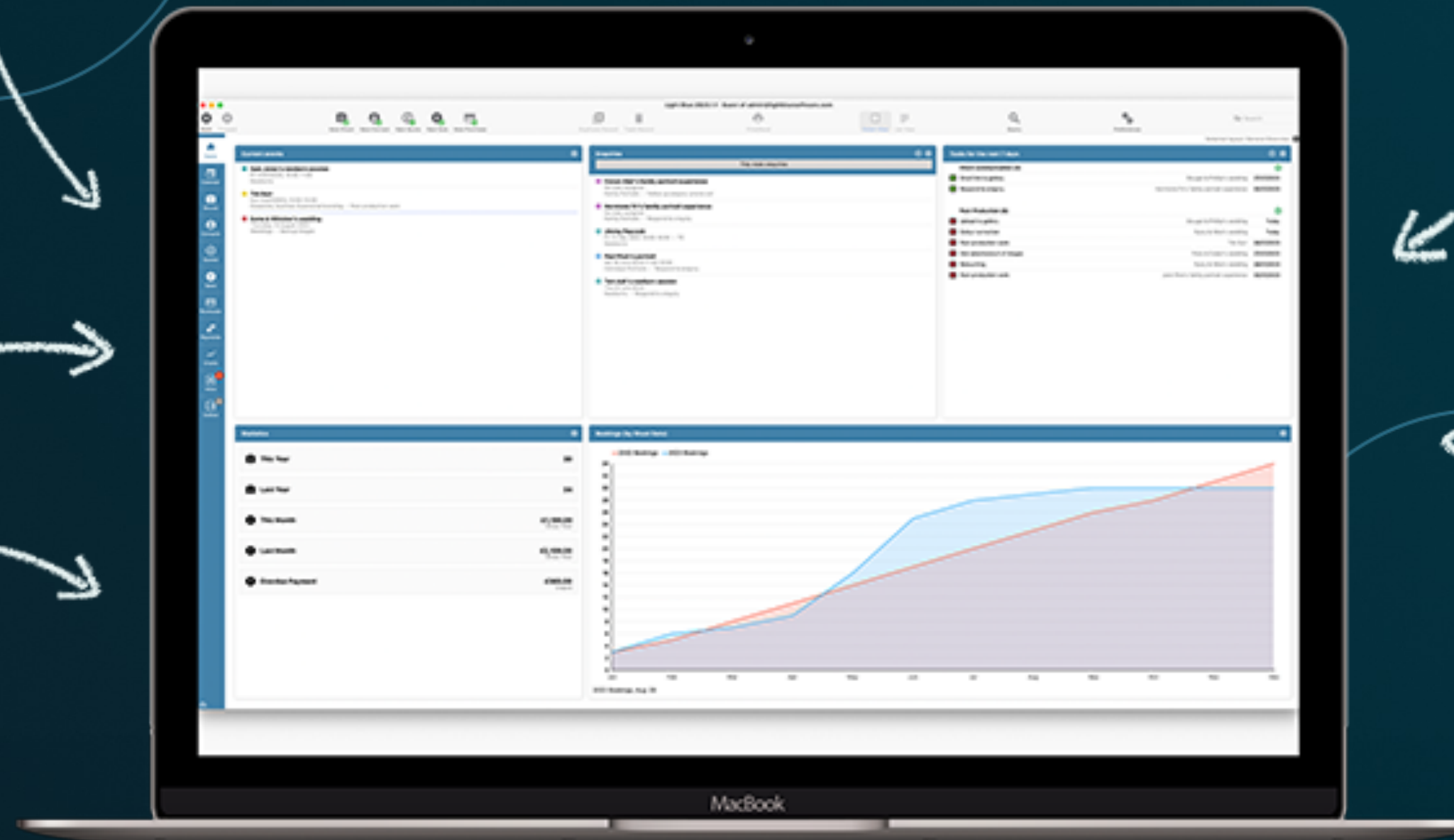
💰 *Finances*

📋 *Questionnaires*

📄 *Contracts*

📊 *Powerful analytics*

📅 *Online scheduling*





Portrait photography *email templates*

Add these templates to your Light Blue account

Portrait booking confirmation

Subject: Thanks for booking your portrait session!

Send this email when the client's agreed to book you. The session has been confirmed, perhaps by paying a fee, and/or signing a contract.

Send automatically as part of a "confirmation workflow" in Light Blue.

Include an image of wall art (on the wall) or any other products that you sell, rather than just a photo – it subtly reminds the client that they're going to be buying some products.

The %ShootStartDateText% tag would include the session date in words, including the day of the week.

Include an attachment with your price list so that your client knows how much they're likely to spend before turning up for the session. That gives them the chance to prepare, or back out in time if it's not something they can afford.



Hi %contactfirstname%,

Thanks ever so much for booking your portrait session!



We'll look forward to seeing you on %ShootStartDateText% at %ShootStartTime%.

I've attached a copy of our price list for you to look at.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait pre-shoot nurture/excitement

Subject: Preparing for your portrait session

Send this about a week before the session. You could send this automatically as part of your shoot date workflow within Light Blue.

This helps to build excitement for the client, but also gives an opportunity for you to avoid common problems by sharing a “preparation guide”.

You can subtly remind them again that they might be considering buying wall art or other products after the session, too.



Hi Rowan,

I'm looking forward to seeing you soon for your portrait session.

I know that it isn't every day that you're getting your photo taken, so I've prepared a handy guide to help you to prepare for the experience. If you have any questions, please do let us know!

Also, have a think about the places in your home where you'd like the images to be displayed; we'll have a chat about that before we start shooting.

See you soon!



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait pre-shoot reminder

Subject: See you tomorrow at %shootstarttime%

Include the session time in the subject line. A mail-merge tag would mention the time automatically.

Send this message the day before the session. You could send it automatically as part of your shoot date workflow within Light Blue.

Modify the language of the template if you'd prefer to send it a couple of days before the session.

This message would also work well as an automated SMS message, instead of an email.



Hi %contactfirstname%, I'm looking forward to seeing you tomorrow at %shootstarttime% for your portrait experience. See you soon.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait post-shoot “what’s next”

Subject: Great to see you yesterday!

You could send this automatically as part of your shoot date workflow, or choose to send it manually. You can add extra personal remarks to a scheduled workflow email before it gets sent automatically.

If you’re delivering a gallery or having a sales session later, this message helps to build excitement and anticipation about seeing the images.



Hey %ContactFirstName%,

Just a quick one to say that it was so lovely to work with you yesterday. I’m looking forward to sharing the images with you when they’re ready - they’re looking great!

Take care and we’ll see you again soon.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait viewing confirmation

Subject: Your view & ordering session is booked for %EventStartDate%

Send this message once you've got a date for the viewing session in the diary.

You can use mail-merge tags in the subject line and body of the email to mention the date and time of the session.

This could be an email or an SMS message.

You could send the message automatically as part of an appointment confirmation workflow.

You could include a price list and images of products in this message, too.



Hi %contactfirstname%,

We've booked your viewing session in for %EventStartDateText%, we'll look forward to seeing you at %EventStartTime% to show you your wonderful images!



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait viewing excitement

Subject: Not long until you get to see your images!

This message could get sent in the week before the viewing session to help build anticipation and excitement with the client.

Remind them that you're offering wall art and other products for sale.

You could include some pictures of your products in this message, too.

Consider sending this message automatically as part of your appointment date workflow.



I can't wait to show you your images, %ContactFirstName%, everything's looking great.

I'm really looking forward to helping you choose which images are going to hang on your wall. I've attached a copy of my price list so that you've got it in mind while choosing your wall art.

See you soon!



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait viewing reminder

Subject: See you tomorrow!

This acts as a handy reminder for the client about their viewing session, in case they'd forgotten about it.

You could send this automatically as part of your appointment date workflow.

The message would also work well as an SMS message, instead of an email.

Use mail-merge tags to automatically personalise the message with the time of the appointment and the client's name.



Hi %contactfirstname%, I can't wait to show you your images tomorrow! See you soon at %eventstarttime%.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait product collection confirmation

Subject: Collecting your products on %EventStartDate%

If your clients will be coming to you to collect their finished products, this message reminds them of the date and time that you've agreed to.

Use mail-merge tags in the body and subject line to automatically personalise the template with the right details.

You could send this message automatically as part of an appointment confirmation workflow.



Hi %contactfirstname%,

We're excited to see you again when you come to collect your finished products on %EventStartDateText% at %EventStartTime%.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait product collection reminder

Subject: Collecting your products tomorrow

This could be an email or SMS message that's sent automatically the day before the client is planning to collect their products.

It's a simple transactional message that ensure that they don't forget.



Hi %contactfirstname%, I'm excited to see you at %eventstarttime% when you collect your products tomorrow. Take care.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123

Portrait post-collection review

Subject: It was great working with you, %ContactFirstName%

This could be sent automatically or manually a few days after the client's collected their products.

Include a link to a special feedback form, or to the reviews page of your choice (e.g. Google Reviews, TrustPilot, Facebook reviews etc).



Hi again, %ContactFirstName%,

It was great to hand over your products the other day.

Your feedback is really important to me, so I'd love to hear your thoughts on the images and your experience. If you'd like to leave a review, you can do so by following the link below.

If there's anything more that I can do for you, please don't hesitate to drop me a note.



Sally Example Photography
Portrait Photographer
E. sally@example.com
T. 07700900123



Newborn photography *email templates*

Add these templates to your Light Blue account

Newborn due date nurture 1

Subject: What to expect from your newborn portrait experience.

You'll probably use a lot of the same emails as a regular portrait session, but you can also build trust with your client by sending a series of nurture emails in the run up to their expected due date.

The sequence of messages could be automated as part of a special workflow that's based around the expected due date for the baby.

This message helps to reassure your client about any concerns that they may have before the session.

Also consider including some positive reviews from clients as social proof to build trust. Bonus points if the reviews mention wall art or products that past clients ordered, as this subtly reminds the client that they'll probably be ordering some themselves.



Hey %ContactFirstName%, how are you doing?

I thought I'd send you a quick note to let you know what to expect from our newborn session, when the time comes. I know it's not an everyday thing to have a session like this, so I wanted to give you an idea of what to expect.

First of all, the main thing is not to worry about a thing. We've got spare nappies, wipes and a whole wardrobe of outfits! If you can get yourself and baby to the session, I'll take care of the rest.

We'll have the studio space nice and warm, so baby's comfy, and our white noise machine will keep them relaxed while we do our thing.

When you arrive we'll take some time so you can give baby a feed and a change, and then start working when they're content and a bit milk drunk.

I'll work through the poses and setups while baby is content and happy, and we can take breaks to settle them as we need to. It's all pretty relaxed, so you should be able to enjoy a little time sat down with a cup of tea while I do my thing.

But don't take my word for it, here are some testimonials from past clients about their experience of the session...



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

Newborn due date nurture 2

Subject: Tips for your hospital bag

Continuing the series of nurture emails around the expected due date, this message has nothing to do with photography; it's delivering value to your client with some helpful tips directly related to their current experience.

The message helps to reassure the client that you're there to help them, that you're thinking of them and are wishing them well.

That all helps to build your relationship with them and helps them to trust you more.



Hey %ContactFirstName%,

I was just thinking of you and thought that you might find this helpful. I've put together a list of a few things to think about when preparing your hospital bag:

One top tip is to get your birth partner to pack the bag, as they're probably going to be the one getting things from it and that means they'll know where everything is.

Also, if you use some of those packing cubes/bags then you can keep different things separate. What works well is having one for things you'll need during labour, another for baby when they've arrived, one more for you after baby's been born, and a final one for your birth partner.

A few things that could be handy:

- * Snacks and drinks
- * Phone charger and battery pack.
- * A flannel for cooling you
- * Changes of clothes for you. Maternity wards are typically quite warm, so lighter layers will be ideal.
- * A towel and toiletries
- * Maternity pads
- * Breast pads
- * Formula milk if you're choosing to bottle feed
- * Clothes for when baby is born.
- * A hat for baby.
- * Nappies and wipes.
- * Spare clothes for you and baby in case you're in for a few days.

Oh, and don't forget the car seat!

I hope that helps. Please let me know if you need anything.



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

Newborn due date nurture 3

Subject: How're you doing %ContactFirstName%

This is the last in the series of nurture emails around the expected due date.

This message reminds the client that they have booked a newborn portrait session with you and also subtly gets them thinking about what they might do with the final images.

The friendly tone and offer to answer questions continues to build your client's trust.



Hey %ContactFirstName%, I just wanted to check in and see how you're doing.

I'm really looking forward to meeting your beautiful baby, but nowhere near as much as you are, I'm sure! We're going to create some stunning images and wall art to celebrate their arrival when the time comes.

I'm here if you've got any questions, please do reach out if you need anything.



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

Newborn day after newborn session

Subject: Great to see you yesterday!

If you're delivering a gallery or having a sales session later, this message helps to build excitement and anticipation about seeing the images.

A special mail-merge that mentions the name of the baby helps you to automatically customise your message template.

You could send this automatically as part of your shoot date workflow, or choose to send it manually. You can add extra personal remarks to a scheduled workflow email before it gets sent automatically.



Hey %ContactFirstName%,

It was so lovely to meet little
%ContactRole:Baby:ContactFirstName% yesterday!

I'm really happy that we've got a great set of images and I'm so excited to share them with you.

Take care & speak soon



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

Newborn sitter session invitation

Subject: How are you all doing?

Use this message to reach out to newborn clients you worked with 5-6 months ago. It's an ideal time for them to have a sitter session.

There's a couple of different ways you could manage the outreach using Light Blue.

The email could include a link to your online scheduling calendar so that your client books their next session directly.



Hey %ContactFirstName%,

I wanted to check in and see how you and %ContactRole:Baby:ContactFirstName% are getting on?

Time flies so fast, it feels like only yesterday when we did their newborn session!

Have you thought about getting some updated pictures to celebrate the six month mark? It's an ideal time as they've come such a long way in their development.

Let me know if that's something that you'd be interested in. You can book a session for a time that suits you in my online scheduler, if you like.

Take care & speak soon



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987

Newborn first birthday session invitation

Subject: %ContactRole:Baby:ContactFirstName%'s first birthday

Similar to the "Sitter invitation" message, this email could be sent 10-11 months after you worked with a newborn client, encouraging them to book a first birthday session.

You could automate this message, or use a special search to find suitable clients.

Don't forget a link to your online diary, too!



Hey %ContactFirstName%,

I wanted to check in and see how you and %ContactRole:Baby:ContactFirstName% are getting on?

Time flies so fast, I can't believe it's nearly a year since we did their newborn session!

Have you thought about getting some updated pictures to celebrate your first year? It's an ideal time as they've come such a long way in their development.

Let me know if that's something that you'd be interested in. You can book a session for a time that suits you in my online scheduler, if you like.

Take care & speak soon



Sam
S Ample
Specialist Newborn Photography
E. s.ample@example.com
T. 07700900987



Wedding photography *email templates*

Add these templates to your Light Blue account

Wedding enquiry available

Subject: Wedding photography, %shootstartdate%

Send this email manually so that you can review the enquiry, confirm that you're available and tailor the reply based on the initial message from the client.

This mail-merge tag will merge both of the couples names when used with a wedding.

Including the date with the day of the week in your reply ensures that you're both talking about the right date, and they haven't given you the wrong year or month.

Link to a page on your site that talks about your approach & style – helps to make sure you're a good fit.

Either link to a pricing brochure on your site, or include an attachment.

Link to your online diary to book a meeting.



Hey %contactfirstname%,

Thanks ever so much for taking the time to get in touch! I know that planning a wedding is a really busy time, so it's lovely to hear from you.

I've checked my diary and I'm currently available on %shootstartdatetext%, which is great news.

Hopefully you've had a chance to look at my approach to wedding photography and that fits with what you're looking for.

I've attached a PDF brochure with my pricing collections for you to look at.

I'm sure you'll agree that it's also important that you can see some examples of how I approach a wedding in full. Below are a couple of links to some full wedding galleries for you to browse.

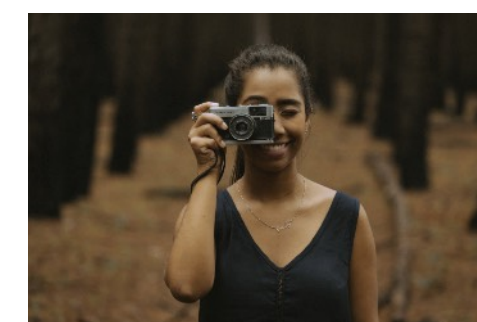
[Link to sample weddings](#)

I believe that it's really important to get to know each other a little, so that you can rest assured that you're making the right decision. After all, I'm going to be around on a very special day!

You may have a few questions to ask, which I'll be happy to talk through with you.

Let's chat - [here's a link to mine diary so we can arrange a call](#).

I'd love to hear more about your plans for your wedding, too. If you'd like then we can arrange a meeting, or we can proceed with making a booking right away if you've already made up your mind :). I'll look forward to hearing from you!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding enquiry available specific venue/style

Subject: Exampleton Hall wedding photography %shootstartdate%

Include all the elements from your regular “available” template, but with some added detail relating to a specific venue.

Include a “hero” image from the venue and mention specific details that show why you’re a good choice of photographer.

Include links to galleries specifically from that venue.

You could also create variants for:

- Different faith weddings
- Intimate/small weddings
- Elopements
- Different styles of wedding

Whatever you kinds of weddings that you find yourself handling enquiries for regularly, a dedicated template will save time and help tailor responses more effectively.



Hey %contactfirstname%,

Thanks ever so much for taking the time to get in touch! I know that planning a wedding is a really busy time, so it’s lovely to hear from you.

Exampleton Hall is a truly wonderful setting to be getting married in. I’ve photographed weddings there many times before, and it really is a superb venue. I especially like the way the light falls in the walled garden in the afternoon.

Here are a few links to some of the weddings that I have shot there in the past:

Sally and the events team do a wonderful job, so I know you’ll be in safe hands with them

I’ve checked my diary and I’m currently available on %shootstartdatetext%, which is great news.

Hopefully you’ve had a chance to look at [my approach to wedding photography](#) and that fits with what you’re looking for.

I’ve attached [a PDF brochure with my pricing collections](#) for you to look at.

...

Wedding enquiry unavailable list of referrals

Subject: Wedding photography, %shootstartdate%

It's good to provide prospects with a list of alternatives when you aren't able to take a booking yourself.

This could be a standard list of fellow photographers, or a list of names you've selected from a referrals group.

Learn more about [why it's important to keep track of enquiries that don't book](#).

My Photography Business
PHOTO STUDIO

Hi %contactfirstname%,

Thank you ever so much for contacting me about photographing your wedding.

Unfortunately I'm already booked on %shootstartdatetext% and so can't be available for you.

I can, however, recommend some other fantastic photographers who you could try instead:

- Sally Example Photography
- Sam Bodyelse Photography
- Rowan Sample Photography

I hope that's helpful and I wish you all the best for your wedding.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding enquiry unavailable specific referral

Subject: Wedding photography, %shootstartdate%

Use this template when referring an enquiry that you can't book to another specific photographer.

This is useful if you're part of a small referral collective, you can have a few different copies of this template for the different photographers that you usually recommend.

Learn more about [how to recycle enquiries that you can't book to maximise your marketing efforts](#).



Hi %contactfirstname%,

Thank you ever so much for contacting me about photographing your wedding.

Unfortunately I'm already booked on %shootstartdatetext% and so can't be available for you.

I can, however, recommend Rowan Sample. Their style and approach is very similar to mine, and their work is super. You'd be in very safe hands with them.

You can contact them via email (rowan@example.com) or phone (077700900123).

I hope that's helpful and I wish you all the best for your wedding.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding enquiry follow up

Subject: Wedding photography, %shootstartdate%

Send this manually or automatically about a week after the initial enquiry.

It's possible your clients are looking at a few photographers, this is a good way of keeping front of mind.

You could include a link to [your online scheduling calendar](#) for your client to book a consultation meeting/call.

My Photography Business
PHOTO STUDIO

Good afternoon, %contactfirstname%,

Thank you for recently getting in touch with me about photographing your wedding. I hope that plans are coming together nicely for you?

I know that the early stages of planning a wedding are very busy with lots of things to look at and consider.

Hopefully you've had a chance to read through my earlier email - if you've got any questions, please do let me know. We can line up a call if you like, my diary is here, or you could suggest a few possible times that might work for you.

You may find it interesting & useful to see some of my recent weddings in full, so there's a few links here for you.

You may have a few questions, I've listed my answers to some of the ones I get asked most frequently here.

Looking forward to hearing from you.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding enquiry final follow up

Subject: Wedding photography, %shootstartdate%

Before you conclude that a stale enquiry isn't going anywhere, it's worth one more quick message just to check.



Hi there, %contactfirstname%, how are you doing?

I wanted to check in again to see if you were still looking at wedding photographers? I wondered if there's anything that would help with your decision making. I'm happy to chat, if you have questions.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding pre-booking consultation meeting confirmed

Subject: Your wedding photography consultation meeting

This template is a handy quick note to confirm where when and how you're meeting with your client.

This can be sent automatically as part of your appointment confirmation workflow.

Create two versions of this template, one for times when you're meeting in person, and the other for when you're having a virtual meeting (for example via zoom).



Hey %contactfirstname%, thanks for booking a consultation meeting on %EventStartDateText% at %EventStartTime%.

I'm really looking forward to chatting about your wedding and hearing more about your plans.

I'll meet you at %eventlocation%



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Hey %contactfirstname%, thanks for booking a consultation meeting on %EventStartDateText% at %EventStartTime%.

I'm really looking forward to chatting about your wedding and hearing more about your plans.

Here's the link to join our online meeting: %eventurl%



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding pre-booking consultation meeting reminder

Subject: Looking forward to chatting tomorrow

A quick reminder that can be sent automatically the day before your meeting, this ensures the client doesn't forget and that they know where when and how your meeting.

Have a couple of copies of this for when your meeting either in person or virtually (for example via zoom)



I'm looking forward to chatting tomorrow at %EventStartTime%. Is that still okay with you?

I'll meet you at %eventlocation%

See you tomorrow.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

I'm looking forward to chatting tomorrow at %EventStartTime%. Is that still okay with you?

Here's the link to join our online meeting: %eventurl%

See you tomorrow.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding booking (quote, contract, questionnaire, and booking fee)

Subject: Confirming your wedding photography

When enquiry has gone well, and the clients are keen to book, this email can be used to send your clients the contract to confirm the booking.

If you are using Light Blue's online contract signing service, you'll be able to send the quote, contract, questionnaire and request for payment of the booking fee all in one email with one simple link.



Thanks for considering booking me for your wedding,
%contactfirstname%,

In order to confirm everything there's a few things that I'll need you to do:

- * complete a quick questionnaire to check I've got all the right details,
- * confirm the pricing of the collection that you're booking,
- * sign our contract,
- * and pay the booking fee to secure the date.

You can do all of that in one go by following this link:
%contracturl%

After that, we're all booked!

The contract will be available for %contractexpirydays% days, if you need a bit more time then please let me know.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding booking confirmation

Subject: We're all booked!

This email can get sent automatically once everything is been confirmed.

It's useful to let the client know what will be happening next and also to reassure them that everything is confirmed.

My Photography Business
PHOTO STUDIO

%contactfirstname%, thanks so much for booking with me to photographing your wedding. I'm so excited about working with you!

So, what's next?

I'll be in touch to arrange a pre-wedding portrait session, and also check a few details nearer the wedding - I wouldn't expect you to know what time you're having speeches or which group photos you want right now, so we'll cover that later.

In the meantime, if you need anything then please do let me know.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding invitation to arrange pre-wedding portrait session

Subject: Let's arrange your portrait session!

If you're offering a pre-wedding portrait session, you can use this template to start the process of arranging a session.

You could include a link to [your online scheduling calendar](#) so that your client can pick a convenient time there.

My Photography Business
PHOTO STUDIO

Hey %contactfirstname%, how's your week going?

We'd spoken about a having a pre-wedding portrait session to get some nice engagement portraits, so I thought we could get that in the diary.

Here's a link to pick a date for your session.

Pre-wedding portrait sessions are a great way for us to get to know each other a little better, and also helpful for getting used to being in front of the camera - this isn't something you do every day, after all.

If you've got any questions then please do let me know.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding pre-wedding nurture/check-in

Subject: Checking in, how're you both doing?

There can be quite a bit of time passing between the clients confirming the booking and the date of the wedding itself.

This email is a good way of keeping in touch in the meantime, building trust gently, and also providing your client with some helpful resources.

Consider curating a list of a few blog articles or other resources that you think your clients might find helpful about six months before their wedding date.



Hey %contactfirstname%, just checking in to see how you're doing?

I've got a few links to articles that you may find helpful with planning, which I thought you might like:

I'll be in touch again soon to check details about timings, groups etc.

Take care and speak soon!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding details check (sending a questionnaire)

Subject: Checking details for the big day.

About eight weeks before the wedding you might want to send a questionnaire to confirm some of the important details.

There will be things that they wouldn't have known at the point that they booked you, like the time of their speeches or emergency contact details, which you'd now find helpful.

Use this template when you're sending a questionnaire to the client.



Hi %contactfirstname%,

I hope that everything's coming together nicely for the big day! I'm really looking forward to working with you!

Now that we're getting closer, there's a few details that I wanted to check regarding timings and group photos, which I've laid out in the following questionnaire: %FormURL%

If you've got any questions, please do let me know.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding confirm details

Subject: Double-checking a few things.

When you've got the final details from the client, it's useful to repeat those details back a little while later, just in case anything has changed since.

By using mail-merge tags for the key details, the message will automatically populate with that information before you send it.



Hi again %contactfirstname%,

I just want to check that all these details look right to you. Here are the times that I'll be working to on the day:
%ShootSchedule%

I don't expect things to be "set in stone" but it helps to guide my coverage and make sure I'm in the right place at the right time.

Here's the list of groups I've got:
%ShootRequests%

If you can make sure everyone who's involved is aware that they'll be needed, it'll help us to work through them more quickly. I'll have a number of copies of the list so someone can help me gather any stragglers.

If you've got any questions, please do let me know.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding excitement message

Subject: It's nearly the big day!

Sending little excitement message shortly before the wedding date lets your client know that they're front of you mind.

This could get sent automatically as part of your shoot workflow.

You could consider using an email template or a text message for this.



Hi %contactfirstname%, I can't believe it's nearly the big day!
I'm really looking forward to it. If there's anything that you need, just
let me know.
See you soon!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding post-wedding “what’s next”

Subject: What happens next!

This is a great opportunity to remind your clients about your typical turnaround time.

While that information probably featured in your contract, your pre-booking discussions, and in the conversation you had with them at the end of the wedding, it’s very likely they will still have forgotten and I’m very excited to see the pictures!

A series of messages that let the client know where their images are up to in post-production helps to continue to manage those expectations.

Note: Every photographers turnaround time varies, so feel free to adjust this template to suit you.

My Photography Business
PHOTO STUDIO

It was so great working with you yesterday, %contactfirstname%.

I wanted to send you a quick note to let you know what to expect next.

Your images have been downloaded from my cards and backed up already, I’ve had a check through and they’re looking great!

I’ll prepare your sneak peek very soon and send that over, you won’t have ping to wait for that.

After that I’ll refine the selection of images I’ve taken to curate the best possible collection for you, then I’ll be doing colour correction work to bring the best out of the images. Once that’s done, I’ll be applying my signature edit to give your images my distinct style.

I should have the final gallery with you in around 4-6 weeks.

I’ll keep you updates on my progress as I work on your pictures around my other weddings.

Congratulations once again!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding teaser images / sneak peek

Subject: Your teaser images from your wedding

If you send your clients a few teaser images, or a sneak peek shortly after the wedding, you can use this email template when you send those images.



Hi again, %contactfirstname%, I told you that you wouldn't have to wait long.

I'm delighted to share a sneak peek from your wedding - [you can view the images here](#).

Please feel free to share with your friends and family.

I'll get on with refining the selection of your images, making important colour corrections, and applying my signature style. I'll keep you updated and should have everything ready around 4-6 weeks from your wedding.



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding post-production update

Subject: A quick update on your wedding photos

Your clients will be excited to see their images, and may well have forgotten the turnaround times that you'd quoted to them.

This message is a handy way of managing their expectations. You can send this message automatically a week or two after their wedding date to keep them updated.

The key is for them to receive this message before they feel compelled to check in with you.

You might not yet have actually made the selection of the images, but that doesn't matter, the important point here is for your client to be reminded that their images are in a process and won't be ready tomorrow.

Note: Every photographers turnaround time varies, so feel free to adjust this template to suit you.



Hey %contactfirstname%, how's things?

I have a quick update for you - the selection of images has been refined and I'm going to be starting the colour correction very soon. Everything is looking great!

I'm excited to share when everything is ready. We're still on track for delivering around 4-6 weeks from your wedding.

I'll be in touch when everything is ready!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding images available

Subject: Your images are ready!

Send this one manually when the images are ready to send to the client.

You can include links to the slideshow and gallery in here.

You could also drop in a hero image from their collection to make that email stand out even more.



Hi %contactfirstname%,

I hope that you're both well. It was such a genuine pleasure & honour to document your wedding day, I'm so pleased with the images and am happy to say that they are ready to be handed over!

Online gallery and slideshow

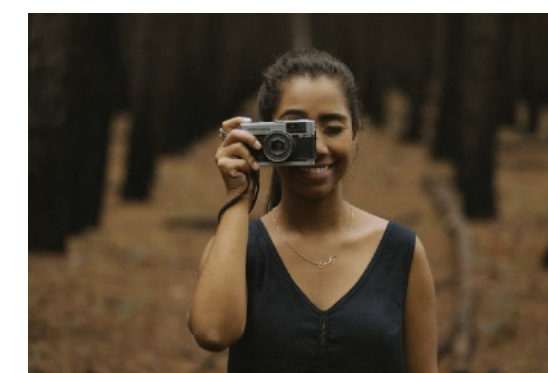
The first link is to a short slideshow, displaying the highlights of your day. Make sure that you're nice and comfy, perhaps with something bubbly to hand, turn the volume up and enable full screen: [Watch your wedding slideshow](#)

[And here's the link to the full gallery.](#)

When you're ready, please feel free to share these links with your family and friends so that they may enjoy the images too. They can order any prints they'd like via the gallery, which we'll dispatch directly (saving you from having to deal with various requests from family & friends).

If there's anything else that you need, please do let me know.

Congratulations once again!



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding feedback questionnaire

Subject: Could I ask for 15 minutes of your time?

Feedback is very important part of your business, so sending a questionnaire to get some details after the wedding is helpful.

In that questionnaire you could also get suppliers details so that you can tag them in your social posts.

You could also use the questionnaire to get some text from the couple which would help you to write your blog post.

My Photography Business
PHOTO STUDIO

Hi %contactfirstname%,

I wondered if I could ask for a little bit of your time to fill out a quick questionnaire?

Your answers will help me to improve the way that I deliver my services to clients in the future, and will also help me with my marketing, too.

Your feedback is really important to me, so I'd be grateful for 15 minutes of your time.

[Please click here to fill out the questionnaire.](#)



Jo
Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

Wedding anniversary album suggestion

Subject: How are you both doing?

Send this email about 10 months after the wedding for all clients who haven't yet ordered an album.

You could include some nice images of your album products.



Hey %contactfirstname%, how are you both doing?
I can't believe how times flown! Are you keeping well? I hope so.

I wondered if you'd thought about a wedding album? They make a great anniversary gift to yourselves, and now's the perfect time to get the design started.

I can choose a selection of images and make an initial design, or you can choose the images and then I'll make the design. It's up to you.

Once I've made the design then I'll share a proof for you to look at and offer any feedback. When you're happy with the design then I'll be able to send it off to the lab to be built, which usually takes around four weeks.

Would you like me to start a design, or would you like to send over a list of your favourite images from your gallery?



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Wedding Photographer
My Photography Business
E. jo@example.com
T. 07700900567

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