

Cole's Client Email Templates

The Easiest Way to Drastically Reduce Hours with Each Client & Skyrocket Your Profits & Efficiency!



COLE'S CLIQUE
Photography. Education. Community.

Well hello there...

The below email templates are the EXACT templates we use within our wedding / engagement photography business. That does NOT mean that you can't also use these for your portrait (or any other) photography studio.

Use these templates as a base for you to create your own. Add your own words & voice to them so they reflect your own personality and tone.

My goal for you using these templates is simple – make your life easier & more efficient while improving client communication with less time and resulting greater profits!

Enjoy!
Cole

Inquiry Response

Email Subject: Cole Joseph Photography - Wedding Information

Hi **(insert first name)!**

Thanks so much for your email and congrats :)

I've attached our wedding information magazine for you to review which also includes our standard packages.

If your needs require something different than the standard packages then please let me know and I can send over a custom quote.

In addition, here is a portfolio slideshow you can check out.

(Insert portfolio link)

Thanks so much!

Engagement Tips & Prep

Email Subject: Getting ready for your engagement session!

Hi (insert first name)!

Are you getting excited for your upcoming engagement session?! We can't wait, it's going to be so much fun! We wanted to share with you some tips to make sure we are all on the same page and ultimately give you the absolute best engagement photos!

Here we go...

Please be on time! We are natural-light photographers, and we typically like to shoot in the late afternoon for the best light, so the sun dictates how long I can photograph you. An average shoot lasts 1-1.5 hours...if you show up 30 minutes late, the session unfortunately cannot be extended. I just want to be honest in advance and let you know I want the BEST photography experience for you. And being on time achieves exactly this!

Be sure to check out the blog for past engagement sessions we've done. I've discovered that when our brides & grooms view our blog in advance, it helps them feel comfortable in front of the camera. Girls are usually more likely to model or what I lovingly refer to as "work-it" in front of the camera. Guys, on the other hand, are sometimes not. However, if they see some of my images and poses beforehand, they know that I'm only there to make them look extra cool ;)

Here's a specific link to my blog that'll bring up only engagement sessions:

<http://www.colejosephphotography.net/engagement-photos/>

I want every engagement shoot to really capture who "YOU" guys are, so feel free to bring anything along that really reflect your personalities or are meaningful to you.

I am sure you guys got it all figured out in terms of what you want to wear but if you are on the fence or need any ideas or guidance you can check out [this blog post](#) I did on the subject!

Some girls choose to have their practice run regarding hair and makeup for the engagement shoot. This helps them feel a little more 'done-up' for the shoot and boosts their confidence. I'm not saying this is something you have to do at all, however, what I can say is that in my experience shooting engagement sessions, girls want to feel pretty and confident...and sometimes spending a little extra time getting ready achieves just that.

As always – if you have any other questions just let us know, otherwise, we will see you guys soon!

Engagement Photos Complete

Email Subject: Engagement Photos Complete!

Hey (insert first name)!

First off - Nicole and I had so much fun hanging out with you guys and of course getting some awesome photos for you two :) The photos turned out amazing, we are so happy with them!

Check them out at the link below -

This is the online viewing gallery which is of course the easiest way to view all photos and of course share them with your family and friends. In addition to viewing, anyone who wants professional quality prints from a professional print lab can purchase prints thru the gallery and they will be sent straight to their doorstep - as a thank you to you I have created a coupon for 15% off of any/all prints that anyone can order from your gallery between today and 1 week from now - so make sure to pass around the link so people can take advantage of this offer.

To take advantage of this coupon at the time of checkout on the site just enter the coupon code: colej15

You will be getting a copy all of these photos for yourselves as well of course, I'll be sending those over the next week or so.

Thanks so much - we hope you guys love the photos as much as we do,
Cole & Nicole

Wedding- Dup Date Inquiry

Email Subject: Duplicate Date Inquiry

Hi (insert first name)!

I hope all is well and life is sweet! It's been great corresponding with you in regard to your upcoming wedding on and I really hope we have the opportunity to work together in the near future. As a heads up and to ensure we're on the same page, I'm reaching out to let you know another bride has inquired regarding my services for her wedding on as well.

She is interested in moving forward with booking, but I wanted to make sure we connected before I moved forward. It is our business practice that we book on a first come, first serve basis - however, I always notify the person who was the initial inquiry to give them first chance to book us.

If you would like to secure my services for your wedding, please let me know within the

next 24 hours and the date will be reserved for your big day. However, please make sure to let me know within that time-frame so I can notify the other inquiry in a timely manner if we are available or now unavailable.

Thanks in advance, I look forward to hearing from you soon.

Cole and Nicole

Wedding Inquiry- Follow Up

Email subject: Anything I can help you with?

Hi (insert first name)!

I hope you're having an awesome week so far! :) I'm writing to quickly follow up with your inquiry to ensure you don't have any lingering questions I can answer for you. I'm here to help along the way, so feel free to reach out if you need anything at all!

Thanks so much!

Cole and Nicole

Wedding inquiry- Unavailable

Email Subject: Cole Joseph Photography – Already Booked :(

Hi (insert first name)!

Unfortunately, we are unavailable on your wedding date (total bummer!), but if there's anything else we can do, please let us know.

If you'd like recommendations of other photographers we trust to do an amazing job, we'd be more than happy to give you a few, so just let us know what your budget is and we'll take things from there! We wish you the best as you are planning your perfect big day!

Best of luck to you both,

Cole & Nicole

Wedding- Photos Complete

Email Subject – Your Photos Are Done!

Hey (insert first name)!

Just wanted to let you know that your photos are all complete and they look so awesome. No more teasing you with sneak peeks and even the full blog posts here is

the whole set....

This is the online viewing gallery which is of course the easiest way to view all photos and of course share them with your family and friends. In addition to viewing, anyone who wants professional quality prints from a professional print lab can purchase prints thru the gallery and they will be sent straight to their doorstep - as a thank you to you I have created a coupon for 15% off of any/all prints that anyone can order from your gallery between today and 1 week from now - so make sure to pass around the link so people can take advantage of this offer. To take advantage of this coupon at the time of checkout on the site just enter the coupon code: colej15

You will be getting a copy all of these photos for yourselves as well of course, I'll be sending those over the next week or so.

Thanks so much for letting us document your big day!
Cole & Nicole

Wedding- Photos for Vendors

Email Subject: Wedding Photos Available!

Hey Team!

Hope you are all having an awesome day. I just wanted to share with you the photos from _____ & _____'s wedding. Please feel free to "share" the blog post link on your social media pages so everyone can see these great photos of this gorgeous wedding :)

For the full gallery of images you can see those right here:

Note - if there are any photos within the gallery that you would like to use for marketing purposes, please let me know, I am more than happy to allow you to use photos for online posting on your web pages and such with appropriate photo credits cited :) If you'd like to use a photo for anything else, please let me know and we can discuss!

Thanks so much, it was great working with you!
Cole & Nicole

Wedding - Pre-Wedding Touch Base & Tips

Email Subject: Your Wedding Day Is Around the Corner!

Hey **(insert first name)**!

Thanks for your email! I can't believe we're just a month or so away from your wedding...time flies when you're having fun! :) I'm looking forward to working with you, your families, and the awesome wedding team you assembled for the day, so please let me know if you need anything in advance to the wedding.

On that note, if you have a preliminary timeline of the day, I'd love to take a look at it as soon as possible. More than anything, I want to make sure the day is planned with plenty of time for photos...and plenty of time for everyone to enjoy the moment. If you don't have a timeline and would like assistance putting one together, let me know and we can work on getting your day organized with ease! :)

Also - I have included (attached) two important documents/templates. One, is simply some helpful FAQ and tips to help prepare you for the wedding day and second, the super important family portrait list template! Make sure to simply use that template as a guide to fill in your own family member names so we can have an easy list to call out names on the wedding day to ensure a super smooth wedding day for everyone!

Lastly, I'm here to help in any capacity, so if there are any special details you'd like documented, please let me know prior to the wedding so you can rest assured everything will be photographed for you.

P.S. We will be sending a link in a separate email that will easily allow you to pay the remainder of your balance that will be due 14 day before your wedding. :)

Thanks so much - we can't wait!
Cole & Nicole

Wedding - Proposal & Contract

Email Subject: We are almost done! One more step!

Hi **(insert first name)**!

This is the email containing your proposal and contract (at the link below). Our process is extremely easy, simply go through the link below and fill in applicable info about your wedding and once done reading and signing the contract you will be prompted to pay the non-refundable deposit. You can easily pay with your credit card or send a check (mailing address will be shown).

Please note that the proposal automatically expires after 5 days so please don't hesitate.

Click here to start the booking process:

If any questions at all, please don't hesitate!

Cole & Nicole

Wedding Booking Completed

Email Subject: It's Official!

Hi (insert first name)!

It's official! Welcome to the CJP family! We are thrilled to be working with you and capturing the story of your day.

Look for another email confirmation from us soon once we have had time to review all the details of the package you have selected.

At any time you can monitor the progress of your booking in your personalized client website, which you can access by visiting this address:

To login to your client area use this security code:

Blog is Ready

Email Subject: Your photos are on the blog!

Hey (insert first name)!

I hope you loved the sneak peek we posted! I have even better news for you though...your photos are up on the blog and they came out so awesome!

We really hope you love them!

Please feel free to share online & tag yourselves in our Facebook post so all of your friends can see how amazing your photos look!

Here is the link below

Chat soon!

Cole & Nicole

CJP - Invoice Reminder

Email Subject: (Reminder) Cole Joseph Photography - Remainder Balance Due

Hey **(insert first name)**!

Can't believe the big day is just about here :) We are super excited to see you both again and know it'll be a ball.

Just wanted to give you a quick heads up that your final balance is just about due.

You can easily pay online at the link below and we'll be all set for the big day!

Let us know if you have any questions at all :)

Cole & Nicole

Wedding day detail questionnaire email

Email Subject: A few more wedding day details needed!

Hi **(insert first name)**!

With your big day quickly approaching there are just a few more details that we find helpful to have for day of game planning.

When you have a few minutes please take a look at the attached questionnaire. It should take you no time at all and is very much appreciated.

Thanks so much! See you soon!

Cole & Nicole

Client Review / Testimonial Email

Email Subject: A quick favor...

Hi **(insert first name)**!

We had such an amazing time working with you – I sure hope you thought it was effortless and stress-free too & are loving the final photos!

As you know – real, honest client reviews are so helpful for prospective clients to understand the value of our services. If you'd be so kind to be able to quickly write an honest review based on your positive experience working with us, I'd be so thankful!

It shouldn't take you more than a couple minutes – just click right here to submit your review **(link below)**

Thank you!

Cole & Nicole

Questionnaire

Will the Bride & Groom see each other before the ceremony?

Where will the Bride be getting ready on the wedding day? (Name and Address)

Where will the Groom be getting ready on the wedding day? (Name and Address)

Are there any special traditions or events out of the ordinary that we should know about that will be taking place? If so please explain.

Please list any special or sentimental details that you want to make sure we photograph that we wouldn't otherwise know about.

How many groomsmen & bridesmaids are in your wedding party?

Is there a grand exit planned? Sparklers, Bubbles etc.