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SAMI KATHRYN

PHOTOGRAPHY

CULTIVATING YOUR CLIENT EXPERIENCE
for a successful & fulfilling client relationship

Why Does it
MATTER?

As a wedding photographer, I get to work with couples to capture & celebrate their relationship, their engagement, and the start of their marriage! Wedding planning can be stressful - with so much to coordinate and so many people to please, brides can quickly slide from a place of excitement to one of anxiety. I don't want to contribute to that chaos - in fact, *I want to find ways to restore the joy and remind couples of the beauty that is marriage.*

Through thoughtful gifts, clear & timely communication, and intentionally built systems, I believe we can build relationships with our clients that bring them joy, provide them with an outstanding experience, and remind us why we love our jobs - all while helping us grow our business.

6 Ways to Care For Your
CLIENTS

1. Know your brand & the why behind your business.

Focusing in on the purpose of our business (and why we started it in the first place!) is the first step to reorienting our hearts to why it's worthwhile to refine the experience our clients have. The more clear we understand our purpose and brand, the more freed we are to have genuine and authentic relationships. With a well-defined and clearly communicated brand, we're more likely to attract our ideal client who is the perfect fit for our services.

2. Be creative, thoughtful, & intentional with gifts and special touches throughout the client experience.

I love a beautiful gift, a handwritten note, or a thoughtful email that show me I am valued and cared for... and I don't think I'm alone in that! An on-brand, carefully curated gift box that welcomes a client into your business can do so much. It communicates who you are and who your business is, it shows your client how much you value them. There are many intentional ways you can care for your clients through gifting and special touches. In my experience, it is not about the dollar amount that you spend, but about the creative energy you put into delivering something meaningful.

3. Have systems in place that make your client's process with you enjoyable and simple.

From start to finish, I want every interaction my clients have with my business to be positive. When they first hear about my business and click over to my website, I want it to be easy to navigate... I want inquiring with me to be quick & simple, scheduling a meeting with me to be pain-free, understanding my pricing to be straight-forward, sessions & weddings to be calm and celebratory, galleries to be easy to download from, and so on and so on. It is crucial to find systems that work for your business (some of my favorites are Honeybook, Calendly, ShowIt, and PASS), serve your clients well, and make everyone's lives easier!

4. Equip & educate.

My friend Laylee Emadi talks about how we each have a "zone of genius" - a unique quality that we bring into our work that makes us uniquely excellent. It's our job to figure out how to harness that zone and share it with our clients through providing resources, education, and information that will set them up for success so that they get the absolute most possible out of their experience with you. Whether it's creating guides that help them choose their engagement session outfits, putting together worksheets to have them explore their branding aesthetic, providing vendor suggestions, sample timelines, or whatever else it might be, go above and beyond to equip clients.

5. Have healthy boundaries and clear, timely communication.

Customer service is so important! Responding to emails and phone calls promptly reminds clients that they are valued, listened to, and a priority. That said, we don't need to be responding to emails at 11 pm or making phone calls on Sunday. Just like any other business, it's okay to set healthy boundaries! I list my office hours in my email signature and try to put parameters around when I check my email. I've found that this helps me serve my clients joyfully and enthusiastically, rather than growing bitter and burnt out!

6. Do your job exceptionally well. Under promise & over deliver.

I might have listed this last, but I think it's the most important thing. It is our primary responsibility to do our jobs exceptionally well. Give above and beyond, show up early, serve more thoroughly than we're asked, and always make our businesses are client-focused. Continue educating yourself to perfect your craft, make intentional investments in your equipment, and find ways to make your product and services truly exemplary.





Let's find space
TO GROW.

Through evaluating your current client experience, getting inside the mind of your ideal client to brainstorm creative ways to serve them better, and developing a list of tactical, tangible steps for improvement, we can take action to care for our clients well and provide intentional, exemplary service!

Use these next pages to examine your client experience and curiously explore your next steps.

Your Current Client
EXPERIENCE

Write out every stop of your client's experience with you, from the way they first inquire with you to the delivery of their final product. *Be specific.* Don't pass judgement on your current process - just get it on paper!

- *What mediums of communication do they use with you? How long does it take for them to receive responses?*

- *How do they receive their final product?*

- *How do they schedule calls or meetings with you? What tools or software do you provide for them?*



It's Time to
BRAINSTORM

Get inside the mind of your ideal client. Go back & read through each step of your current client experience.

Brainstorm ways that you can improve the process for them, and do a brain dump in the space below!

Be thoughtful, creative, and have fun!

- *How could modify each step so that it serves them better, makes their life easier and more joyful, and builds trust?*
- *Are there steps you can add in through intentional gifts or thoughtful touches to convey your heart and your brand?*



Let's get
SPECIFIC

Write out the tactical steps you're going to take to improve the experience your clients have. Be specific and reasonable - what are you able & willing to do, and what sounds fun to you?

What would both enhance your business and your client experience and be life-giving to you?

Are you going to develop a custom branded welcome present with a curated gifting company? Or find a new scheduling system? Have a Virtual Assistant to answer emails promptly? Find a new email campaign platform? Hire a designer to create a website that's easy for your clients to navigate? List your office hours in your email signature?

What ideas could you implement that make you excited about your business?



Favorite Resources for Intentional
CLIENT GIFTING

LOVED & FOUND
Custom & Curated Gift Boxes
lovedandfoundbox.com

SIMPLY JESSICA MARIE
Beautiful Art, Crests, & Home Decor
simplyjessicamarie.com

GIFT & GARNISH
Lovingly Designed Gifts
giftandgarnish.com

JENNIFER SEIBERT STUDIOS
Custom Floral Paintings
jenniferseibert.com

TIFF'S TREATS
Freshly Baked Cookie Delivery
cookiedelivery.com

RACHEL WADLOW ART
Custom Abstract Art
rachelwadowart.com

FARMGIRL FLOWERS
Beautiful Floral Delivery
farmgirlflowers.com

PERSONAL WINE
Personalized Wine Gifts
personalwine.com



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WEBSITE | www.samikathryn.com

EMAIL | helo@samikathryn.com INSTAGRAM | [@samikathryn](https://www.instagram.com/samikathryn)