

# WEDDING INQUIRY EMAIL TEMPLATES



## HEY FRIEND!

Before we get started, let's talk about why we use templates?

## BOOK MORE

8 out of 10 people will end up booking with the first person who responded to them. So a quick response means more bookings, and more dolla bills in your hand.



## PERSONAL CONNECTION

Having a template for 90% of the email will allow you focus on the personal aspects of the email that will build that connection between your lead and yourself.

## MORE TIME FOR YOU

Saving time on emails allows you to spend that time where you want. Wanna work on your business, do it. Wanna rewatch *The Office* again, do that too!

# WHY LISTEN TO ME?



## WHO IS JOHN?

I've been a professional photographer since the Spring of 2013 and have been through my share of email templates.

Often finding that they were impersonal, strictly business, and didn't match the spirit and style of my business.

- **WEDDING PHOTOGRAPHER SINCE 2013**
- **HOST OF THE WISDOM IN THE TANGENTS PODCAST**
- **TEACHING PHOTOGRAPHY WORKSHOPS SINCE 2018**

I've spent years and thousands of dollars in mentorships to cultivate a brand that builds connections with clients, serves them well, all while filling that calendar!

These templates will help you save time, build connection, and book your ideal clients.



# ONE MORE THING

**I KNOW, I KNOW, YOU'RE READY TO GET TO THESE TEMPLATES. I'M READY TOO, BUT I PROMISE THIS IS IMPORTANT.**

These are written in my voice. I want these to be a good start for *your* templates.

Copy them over, but then rewrite them in your voice, your style, and how you would talk to your ideal client.

You may find that our voices are similar, that's awesome. But if they are different, don't leave the templates alone and allow MY voice to represent YOU to your clients.

Sidenote (See, it's on the side)

I use the Client Relationship Manage, Táve. So a lot of the words in braces `{{like this}}` are autopopulated through the info my clients give me in the contact form. Update to fit your CRM.



# THE INITIAL RESPONSE

This is what I send as soon as a new lead comes in. It's 90% the same for everyone, but that 10% is a quick personal note about them, their venue, their date, any info you glean from your contact form.

I'll break it down more on the next page.

## SUBJECT LINE

Your Wedding Photography. Let's go, {{recipient.first\_name}}!!

## EMAIL BODY

Hi {{recipient.first\_name}}!!

Let's gooo! I'm so excited for you and {{partner.first\_name}} and I love INSERT PERSONAL DETAIL HERE!

I am so thrilled to be considered for your wedding. I know that's not a decision taken lightly and we are so grateful. We aim to make our couples feel extremely comfortable so you can be yourselves and have your personalities shine through the photos.

I'm so happy that we are actually available on {{primary\_session.start\_date}}!! Our wedding packages start at \$xxxx and love to create custom packages that fit your needs. I'd love to hear what you're dreaming up for your wedding, and help you create a package that provides everything you need.

Have you already decided on a venue?

Can't wait to chat!

P.S. What's your go-to coffee order?

I love a good Cortado or iced french vanilla latte

{{brand.email\_signature}}

# THE INITIAL RESPONSE

## NOTES

I add their name into the subject line, because it's endearing and builds that connect off the bat.

The personal detail in the first sentence could be about any info you get from their contact form.

If they mention the venue, definitely talk about it, even if you haven't been there before. Google is your friend, and will help you look professional and personable.

Give them a little insight into what it looks like to work with you, why you're different than others, and how they will feel working with you

Saying "I'm actually available that date" implies that you are sought after, book up often and they should move quicker rather than take their time.

Give them a starting price, and move toward a meeting to go over either custom packages or full pricing.

Always end in a question. Think of emails as a conversation. If you are talking to someone at a party and they never ask you any questions but just talk about themselves, how likely are you to want to stay in that conversation?

We all know those people, right?

And the P.S. coffee part is to add more connection. Maybe they also love what I love, maybe they don't. Gives them one more thing to continue the conversation.



## TEXT DIRECTLY AFTER THE INITIAL RESPONSE

Send them a text to build more connection and open another line of dialogue. Plus those SPAM filters are rough for business email accounts.

Here is what I send.

“Hey {{NAME}}!

This is John with All Heart Photography. I saw that you filled out my contact form looking for a wedding photographer. I’m super pumped to get to know you and {{partner’s name}}!

I sent you an email with some pricing info. I can’t wait to hear what you’re dreaming up for your wedding. Is there a time we could chat in the next couple days?”





## WHEN THEY RESPOND

This follows whatever information they give me.

Since I ended the first email asking about a venue, that's usually what info they give me in response.

### EMAIL BODY

Hey {{recipient.first\_name}},

That's amazing! I love {{VENUE NAME}} and have shot there many times! {{OWNER NAME}} is the best! Y'all are definitely in good hands.

Our next step would be to hop on a phone call or video chat with you two and hear what you're dreaming up for your wedding. I'll ask a few questions and you can ask me anything about the photography process. There's no pressure to book at all. We can walk through a rough timeline and see what packages would fit best for your wedding day.

When works for you? You can schedule a brief 15 minute call by clicking here.

- John

Obviously, I'll be truthful. If I haven't worked at a venue, then I'll look up the website and mention something that I love or that would make a gorgeous photo.

# IF THEY **STILL** DON'T RESPOND

If they don't respond to the first follow up, hit them with another.

## EMAIL BODY

Hi {{recipient.first\_name}}!

I hope all the wedding plans are coming together. I haven't heard from you this week, but I realize planning can be a lot.

We're still holding that date for you since you were the first to ask about it. We'll hold it through tomorrow but if I don't hear from you, I'll be opening it back up for other couples. So if you're still looking for a photographer, let me know. I'd love to help in any way I can.

I'd still love to get to know you and {{partner.first\_name}} with a quick 15 minute Phone/Zoom meeting you can schedule by clicking right here.

Are you planning your ceremony indoor or outside?

- John





# WANT MORE HELP?

Listen to my podcast for FREE  
the Wisdom in the Tangents Podcast

Check out other resources and  
mentorship opportunities at  
[allheartphoto.com/education](http://allheartphoto.com/education)

hit me up on Instagram  
I respond to every DM I receive  
[@allheartphoto](https://www.instagram.com/allheartphoto)



**I AM GRATEFUL FOR YOU**  
**- JOHN**