



# Email templates

*to simplify your workflow*

First of all, YES YOU CAN:

- have a personalized experience for you clients without hand writing every email
- create connection and keep it simple
- increase your capacity by delegating small tasks to your systems
- build a creative life not tied to your inbox

These 3 email templates are the exact messages my clients receive throughout their experience with Firefly. My workflow triggers a notification that a email is due in their timeline, so I apply the template, update any details for time/location/specific questions or concerns they've noted, and send it off!

Feel free to steel them + tweak them to fit your voice, clientele, + business processes or use them as a baseline for what's possible.

From there, consider how you could make templates that apply to

- inquiry responses
- booking proposals
- reminders
- preparation
- delivery
- follow-up
- your most frequently asked questions!

Get started just by asking yourself —“how can I make this part simpler, quicker, or more valuable?” for your client (and for you!)

*Cheering you on,*

*Leah*



# Inquiry first reply

*This email is automatically triggered when a client submits the contact form on my website. It lets them know that I got the message and when to expect to get a more personalized answer, simultaneously setting the tone for professionalism + friendliness*

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Thanks for reaching out!

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Hi `[[client_first_name]]`!

Thanks so much for reaching out! I can't wait to chat with you more about your session ideas so you will definitely be hearing from me directly within the next 24-48 hours! In the meantime, here's a few resources to help you learn a little more about the Firefly experience.

[Family session pricing // Newborn session pricing // Brand session pricing](#)

[Family session helpful tips // Newborn session helpful tips // Brand session Planning](#)

Talk to you soon!

`[[signature_4146]]`

*links to blog posts that give more insight to my style & approach, help them clarify what they want, and get excited about what their session will be like with me.*

*links to my website where pricing is clearly described for each corresponding session type*



# Thanks for booking + welcome

This email is automatically triggered when a family completes their booking proposal to reserve their session with me!

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Welcome to the Firefly family! (\*client prep guide inside!

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Hi [[client\_first\_name]]!

Your session is officially booked and it's time for the fun part - planning the details. Really, I want this to be simple and FUN for your family all around, so I made this little guide to zip through the biggest pain points and questions families have when ironing out the logistics.

Click here to browse through it, bookmark it for later, or download it from the bottom of this email for whenever you have a few minutes.

*link to my experience guide on a hidden page of my website*

Other logistics:

You'll now have access to your private online portal with Firefly which will serve as the home-base for your shoot and any future sessions we have together. It's where you have access to:

- All your upcoming invoices
- Receipts for your payments
- Your account statement (a summary of everything you've purchased)
- Your contract
- Your gallery
- Your album design proofs (if/when you decide to purchase an album or photo book)

Your portal link is: [[myportal\_link]]  
Your username is [[myportal\_username]].

You should receive a separate email with a link to set up your password. If you ever find you can't remember your password or need to reset it, you can use this link - [[myportal\_password\_reset]].

If you have any questions at all, please don't hesitate to reach out! Otherwise, I'll be in touch 1-2 weeks before your session to finalize the specifics and we'll be all set!

With love,

Leah  
Firefly Photography

*autogenerated by my CRM when they complete a booking - they're converted to a shoot workflow with a database for all this information, eliminating the need for extra emails + keeping both sides informed*



# Follow-up after the session

*This is a template I pull & adjust after the session to deliver sneak peeks & keep the client informed about what's next.*

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## Sneak peeks + what's next

Hi [[client\_first\_name]]!

I'm so excited about how our session turned out and hope you enjoyed capturing a little piece of your family's story - attached are a few sneak peeks!

While I'm working on your final gallery, here's what you can expect:

Your images will be ready by [date]. I believe that it's important (and more fun!) to set aside time for enjoying your images together for the first time, so when you have a moment to check your calendars, just let me know if that evening or another works best to receive your links!

You'll get your slideshow to view first, along with a link to your full gallery. There, you'll be able to view all the images individually, make favorites lists, download your files, and make choices about how you'd like to enjoy your photos with your print credit.

While you're waiting, feel free to browse these featured posts and the keepsakes guide to get some ideas about what works well for your home, family, and budget.

As always, let me know if you have any questions + what date/time works best to view your final images!

With love,  
Leah  
Firefly Photography

*I send 3-5 fully edited previews exported in a small file size in this email. These are usually the ones I've edited as favorites and anchor images before sending the rest of the gallery off to my editor!*

*my turnaround is about 2 weeks. I let clients know when they'll be ready and they let me know if that's a good time for them (sometimes clients will opt for a later date if one parent is travelling or they have plans that night already!*

*this part includes links to a few blog posts about my specialty keepsakes + a hidden page on my website that includes full pricing + images of product options.*





# Resources

*to simplify your workflow*

I use these tools to help me work more efficiently and give my clients a seamless, enjoyable experience.

Remember, small steps still get you there.  
Each decision is a building block to a healthy business and creative life.

CRM | Sprout Studio

Slideshows | Smartslides by Pixxelu

Website | ShowIt

Accounting | Wave

Strategy Planning | Alignr

Project + Task Management | Trello

Social Media Scheduling | Plann