

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?”



THE INITIAL RESPONSE FOR PARENTS

This is very similar to the regular response, but it's tailored for when a parent of the couple inquires.

SUBJECT LINE

Wedding Photography. Let's go, {{recipient.first_name}}!!

EMAIL BODY

Hi {{recipient.first_name}}!!

Let's gooo! I'm so excited for {{client.first_name}} and {{partner.first_name}} and I love INSERT PERSONAL DETAIL HERE!

I am so thrilled to be considered for their 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 themselves and have their 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 y'all are dreaming up for the wedding, and help you create a package that provides everything y'all 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 latte

{{brand.email_signature}}



THE INITIAL RESPONSE FOR PLANNERS

This is very similar to the regular response, but it's tailored for when a planner or coordinator inquires.

SUBJECT LINE

{{client.first_name}} + {{partner.first_name}} 's Wedding Photography. Let's go!

EMAIL BODY

Hi {{recipient.first_name}}!!

Let's gooo! I'm so excited for the possibility to work with you again at {{client.first_name}} and {{partner.first_name}}'s wedding.

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 their needs. Would you have a minute to jump on a call and create a package that provides everything they need?

Thanks for thinking of me!

{{brand.email_signature}}



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'S 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



ON TO THE NEXT



That's the main sequence.

If they don't respond to the Magic Email, then I close their account, use my energy on gaining other leads.

In this next section are the emails I use when leads set up a meeting with me.



MEETING SCHEDULED

Now they've set up a meeting with you! Congrats. In this email we'll give them the info for where to meet (i.e. Zoom or Coffee Shop) and we'll set some expectations for what the meeting will look like.

SUBJECT LINE

Video Meeting with All Heart Photography

EMAIL BODY

Hi {{recipient.first_name}},

I see that you scheduled a video meeting with me for this Thursday at 11:00am CST/9am PST. I'm excited to chat with you about your wedding! I'll ask a little about your relationship, and what you're dreaming up for your wedding and you can ask me anything about myself and the photography process.

And we'll chat briefly about the timeline of the day to see what package would work best for you. I know that you are probably nowhere near finalized with the timeline being this far out, but we can still figure out a lot of the major things.

Zoom Info

I'll talk to you on Thursday the 13th at 9am PST/11am CST! If you need anything at all before then, don't hesitate to reach out.

{{brand.email_signature}}



REMINDER AND WAITING

It's helpful to remind them of the meeting. Sometimes we as people forget, or lose track of time.

REMINDER

Hi {{recipient.first_name}},

Looking forward to our meeting today at 11:00am CST/9am PST. I'm excited to chat. Here is that Zoom link again. See you soon!

Zoom Info

- John

WAITING IN THE MEETING

Hey, I'm in the Zoom meeting.

If right now ended up not being a great time for y'all, that's no big deal. You can schedule another time at calendly.com/allheartphoto

Here is the Zoom link. I'll hang out for another 10 minutes or so. Looking forward to chatting with y'all.

FOLLOW UP AFTER MEETING

Following up after a meeting, I like to reiterate some of the reasons they are wanting to hire a professional. (i.e. capturing relationships). I also send over their quote and what the next steps would be.

EMAIL BODY

Hey {{recipient.first_name}}!

It was so great chatting with you this afternoon! I loved {PERSONAL DETAIL ABOUT THEIR STORY TOGETHER}. Makes me even more excited for your wedding day! Throughout your entire wedding from small details to intimate moments, I'll be thinking of your relationships, both with each other as well as yours with your guests.

Communication is key and I communicate a lot to help you guys through the wedding process. I'll be guiding you through the photography portion, but can also help give insight to other aspects of your day if you'd like. I'm a sounding board for you! Here is a wedding guide I put together with 60+ pages of helpful tips and articles.

I am currently holding your wedding date {{job.date}} for the next 4 days. In that time period if anyone contacts me about that date, I will reach out to you, and you will have first dibs! After that time, the date reopens.

Your next steps: You can review my pricing and intentionality behind your wedding photos: Photo Pricing! (link) Look it over and let me know which collection resonates with you most. Once I know which collection works the best for you, I'll send over the contract and next steps! The deposit for any package is only \$xxxx.

Let me know if you have any questions! So excited for y'all!

{{brand.email_signature}}

FOLLOW UP AFTER MEETING ²

Here you want to check in about what they thought about the packages you sent over, while also planting a seed of some of the other reasons to consider a photographer rather than just price shopping.

EMAIL BODY

Hey {{recipient.first_name}}!

I hope that you and {{partner.first_name}} have had a great week and that all your wedding plans are coming along smoothly. I wanted to check in with you about the photography packages we discussed earlier last week and see which one y'all think fits your needs the best.

Choosing your wedding photographer is a huge decision and I want you to find the very best photographer who will mesh well with your personalities and still create amazing photos of those real moments of your wedding day. I am still holding this date for you through Thursday, so you'll have priority over anyone else asking about it.

What collection do you think would best fit for what y'all are needing?

- John

FOLLOW UP AFTER MEETING

FINAL

This is my last email in this sequence. I recap the details of the quote, I let them know I've opened the date back up to others, while still desiring to work with them.

I leave it up to them to move forward. By this point I've followed up a couple times and heard nothing back. Ghosting still happens, and that's ok. Take that time and put it toward other potential clients.

EMAIL BODY

Hey {{recipient.first_name}}!

I hope that you and {{partner.first_name}} have had a great week and that all your wedding plans are coming along smoothly. I wanted to check in with you about the photography package we discussed earlier this week and see if that looks good to you or if you'd like to tweak it a bit to better fit your needs and budget. Here is a reminder of that package.

[[RECAP THE WEDDING PACKAGE DETAILS DISCUSSED BEFORE]]

I wanted to let you know that I have opened up the date for anyone else asking about it. But if you would still like to move forward, definitely reach out and if your date is still available, I'd absolutely love to work with you!

If you need anything at all or have any questions, please reach out. I'd love to help make your dream wedding happen.

- John

WANT MORE HELP?

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the Wisdom in the Tangents Podcast

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mentorship opportunities at
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I AM GRATEFUL FOR YOU
- JOHN