



Email Templates for  
*Wedding Photographers*

[www.ashdurham.com](http://www.ashdurham.com)

*Hey friend,*

I'm so excited to see that you're investing in yourself by automating some things in your life. Communicating via email is absolutely vital to being in business, but boy can it be time consuming!

I created these email templates for myself within my business, because I was tired of spending countless hours responding to people and typing the same things over and over again. Automating my inbox with email templates has been a game changer!

Take what you see here and put your spin on it!

*Cheers!*

XOXO,  
Ash

*ASH DURHAM*

### *Initial Inquiry Response*

It's really important to connect with potential clients that reach out to you, and to do so in a timely manner. Sometimes, it's the very first email that can make or break a potential business relationship! I try to respond to inquiry emails within 30 minutes, unless it's sent overnight while I'm sleeping; in that case, inquiry emails are the first thing I respond to when I get into my office after dropping my kids off at school.

To me, it's important to develop a real relationship with my couples, and I start that process from the very first email. I operate my photography business on a friendship first, business second mentality. How does this translate when it comes to responding to inquiries? I like to keep my first response short and sweet, and I always like to ask a question that they'll need to answer before I respond to questions about pricing.

*Email Template*

Hey *first name*!

Thank you so much for reaching out, I'm so thrilled and honored to be considered for your wedding on *wedding date*. I am available and would love to chat some more with you about your wedding!

What made you and *fiance's name* decide to get married at *wedding venue*?

xoxo,  
Ash

*ASH DURHAM*

### *Sending Pricing Response*

After I've begun a relationship with the couple and we're ready to start talking pricing and packages, I send this email directly from 17hats, and it's attached to the quote.

Again, it's short, sweet and simple. I try to keep paragraphs 2-3 sentences long at most. I also include a call-to-action at the bottom, inviting the couple to join my Facebook group. Why? Because I want to gauge how interested they are in getting to know me. 100% of the people who join my group after receiving this message have booked me.

*Email Template*

Hey *first name*!!

As promised in my email - here is the pricing information that you requested!

I can't wait to get to know the two of you better and welcome you to the #RADWeddings family. I'd love to chat with you, and get to know you a bit better - let me know a good time to call and your phone number, and we'll make a date of it!

xoxo,  
Ashley

PS I'd LOVE to have you join my [Facebook group](#), so you can get to know me a bit better and be part of my group of friends!

*ASH DURHAM*

### *Engagement Session Prep Email*

The key to a successful engagement session is preparation and education; in fact, the key to a successful relationship with your couple is preparation and education. I'm a BIG fan of giving my couples lots of information - what they choose to do with it is on them, but, I want to at least give them my knowledge, opinion and expertise to help make this entire process easier on them.

My couples have loved getting this email, because it really helps them prepare for their engagement session. I also give a call-to-action, sending them to my Pinterest board specifically devoted to outfit ideas. This has been massively helpful in helping style my couples to wear outfits that go in line with my branding, and encourages them to look polished and well put together.

This email is automatically sent to my couples about 2-3 weeks before their engagement session, and that is set up through my automated workflow with 17hats.

## Email Template

Good morning, *first name*!!!!

I'm SO EXCITED to see you guys soon for your engagement session!!!

I just wanted to send along a few tips for you, as you put the final touches on your outfits and props.

### OUTFITS

Please don't wear anything with logos, words or characters. Keep your look as classy and timeless as you can, so these images will stand the test of time.

I have a bunch of ideas pinned for my couples on my "What to Wear For Engagement Sessions" board on Pinterest! Check it out!

>>> [What to Wear for Engagement Sessions](#) <<<

If you'd like, feel free to message me if you're stuck on outfit ideas or want to ask me for opinions on what you've got picked out!

### TIME

Please be on time. My work is entirely dependent on the sun, and when the light isn't there - well, that's that! So please be sure to factor in traffic, GPS confusion, etc. when traveling to meet with us.

### PROPS

If you plan on bringing anything - I love that!!! Feel free to bring cute signs, wear a floral crown, etc - feel free to be creative!

### PETS

If you want to bring your pet(s), that's absolutely fine with me ... just be sure to have a leash. And also, double check with the location of our shoot that pets are allowed.

### HAIR + MAKEUP

*ASH DURHAM*



Your engagement session is a great opportunity to test out your potential hair and makeup artist for your wedding! Plus, you'll be all dolled up already: put that trial run to good use! If you need a referral, just say the magic words and I'll provide you with some tried-and-true artists. It's amazing what some false eyelashes can do! ;)

### JEWELRY

Be sure your ring is all spiffed up and cleaned - I might be taking detail photos of it, and it'll shine a lot brighter if you clean it beforehand!

### SAVE THE DATES

If you already have your Save the Dates made, be sure to bring a set (and the envelopes)!

If you have any questions for us, please shoot me a text (xxx-xxx-xxxx) or simply reply to this email and I'll get you taken care of!

Again: SO EXCITED!!!! EEEK! See you soon!!!!

xoxo,  
Ash

## *Post Wedding Thank You*

It's so important to say thank you, and I always make it a point to thank my couples profusely, honestly and authentically. I always try to get at least a couple of peeks up on social media within 24 hours of the wedding, and a small gallery of approximately 30 images up within 2-3 days at most that I'll send to the couple as well as the vendors.

This email is sent out the day after weddings, but I go in and change the last name to the new married name and I make sure it's the first thing I do after posting the initial peeks.

I include direct links to where I'll be posting the peeks (primarily on Instagram and Facebook) and I make sure to remind them to tag me, and I remind them of my business hashtag so that they'll use it in their caption!

*Email Template*

Hello Mr + Mrs *New Married Last Name*!!!

I just had to drop a note and express my sincerest appreciation. Documenting your love - as well as your first day as a married couple - was better than I could have imagined. Thank you for making me feel so welcome and I can't wait for you to see the photos from your perfect wedding day!

Love + Appreciation,  
Ash

PS If you head over to my [Facebook](#) page and my [Instagram](#) accounts, you should have some sneak peeks waiting for you over the next few days. ;) You might have to approve the tags so your friends and family can also rejoice in yesterday's festivities on your news feed! Feel free to use anything as your profile photo tag anyone else you'd like to tag, too! And sure to give "Ash Durham" credit (and tag me!). Don't forget to hashtag #RADweddings!

*ASH DURHAM*

## Reviews Request

Brides and grooms are online, and they are researchers. Every single couple (*every. single. one.*) has told me that they loved reading all of the reviews they read online about me. It really helped solidify their decision to choose me as their wedding photographer.

But let's be honest ... asking for reviews can be a really scary and intimidating thing. Giving people the opportunity to speak about you without you curating it, putting it out there in the world for other potential couples to read ... *ahh*. Scary stuff! But, you gotta do it.

Key tip: include direct links to where you want them to go. I love using major websites like The Knot and Wedding Wire because so many of my couples utilize wedding planning sites like these. But, I also love to send them to Google and Yelp, because Google is King and Yelp is ... the court jester. *Kidding!* It does really help, though!

I have this email automatically sent out a month after their wedding and just like the previous email templates, it's part of my automated workflow through 17hats. Automatically sending this email out also takes a bit of the fear away - out of sight, out of mind, right?

*Email Template*

Hello *first name*!!

Can you believe it's already been a month since you said "I do"??? Yeah, I can't either. Time has totally flown by! I hope that you've LOVED your wedding gallery, thank you SO much for sharing it with your family and friends!

As you know, most of my bookings come from referrals and recommendations from past couples, and I'd be so honored if you shared my name with anyone you think might make a RAD bride or groom.

I would absolutely LOVE for you to do me the honor of telling other prospective brides and grooms about your experience with me as your wedding photographer!

You can find me on the following sites:

- [The Knot](#)
- [Wedding Wire](#)
- [Google](#)
- [Yelp](#)

Reviews from real clients can help guide brides and grooms, and I'm sure potential clients would love to know about your experience throughout the whole wedding process. I am so grateful to have been part of your big day, and look forward to a lifetime of amazing joy for you both!

xoxo,  
Ash

*ASH DURHAM*