



Sarah Lindsay  
PHOTOGRAPHY

## CLIENT COMMUNICATION - EMAIL TEMPLATES

*Hi there! Here are your free email templates! I personally use these templates for my business every day to communicate with my clients clearly, concisely and give them the best experience possible.*

*Please read through each one and change the template to fit your brand and your personal process.*

### **Confirming Session (SEND 3-5 DAYS BEFORE SESSION)**

Subject: Confirming your Session

Hi \_\_\_\_\_,

I am just confirming your photoshoot on [date](#) at [time](#) at [location](#)! (I'm seriously so excited!!)

I will meet you at (insert exact meeting location, ex. Parking lot, picnic table, etc. and directions here).

### **Here are some things you need to know before your session:**

**We will start on time!** Being a lover of natural light, my timing for your session isn't a coincidence, it is scheduled so that we have the best lighting for your photographs. (Trust me: I'm the girl looking at the sunset schedule a year in advance!) Please allow enough time for travel or traffic. This just ensures that we are in the right place for the right light that will give you the best photographs possible!

**Come prepared!** You'll want to arrive in your first outfit because we will get right to work (after a big hug, of course!) Small details like having manicured nails and bringing touch up makeup will help ease stress, so consider setting out your outfits the night before to make sure you have everything you need! For more information on how to prep for your photoshoot, view your [Welcome Guide Here](#) (insert link).

**Pinspiration!** I encourage you to create a Pinterest page of inspiration for your session and send it to me. I want to know what inspires you! Keep in mind that your photos will not look exactly like what you see on Pinterest due to a

few reasons: different photographer, different location, different subject, outfits, etc. However it's great to have an idea of what you're looking for! If you need someplace to start you can check out [My Pinterest Page](#) (*insert link*) for poses, outfits, and more.

**It's more than okay to feel nervous!** Please know that I do not expect you to be a model or have experience in front of a professional photographer. My job is to direct you in a way that helps you relax, feel natural, and be your true comfortable self in front of my lens. You do not need to practice poses or let the nerves take over. By the end of the session you will feel like Tyra Banks and wonder when your big break in modeling will come!

**Props!** If you're wondering how you can make your experience personal and memorable, feel free to bring along any props that are special to you (ex. letter jacket, soccer ball, clarinet, etc. *\*\*change these suggestions based on what you're photographing\*\**). I want your session to scream YOU!

**Weather!** I do my best to keep an eye on the weather before your photoshoot because I want you to get the best photos possible, however the weather can change in an instant! If it is cloudy on your photoshoot date, we will still shoot. However, if it is rainy or the forecast calls for storms, we will reschedule for the next available clear day. I will keep an eye on the weather a few days before your shoot and let you know if we need to reschedule. If weather surprises us and it starts to storm during your shoot, we will try and wait it out. If we can't wait it out, we will discuss our next steps.

If you get lost or you will be late, please text or call me at \_\_\_\_\_! I can't wait to see you there!

Warmly,

\_\_\_\_\_

## Asking for Reviews (SEND 12-24 HOURS AFTER SESSION)

Subject: Quick question for you...

Hi \_\_\_\_\_,

I wanted to tell you how much I truly enjoyed photographing your session. As I'm writing this, I'm going through your photos, and they are absolutely gorgeous!! I can't wait to show them to you!

I wanted to ask you a quick question. Did you enjoy your session with me?

If you did, would you mind helping me out? It should only take about 5 minutes and in return for your time, you'll get a \$100 artwork credit to put towards any artwork you'd like!

Reviews are integral to my business and it's clients like you who let others know how much you loved your experience with Sarah Lindsay Photography. Could you help me out by reviewing your experience on Google, Yelp, and Facebook? Like I mentioned earlier, in return for reviewing SLP on all three sites, you'll get \$100 to spend on any artwork you'd like!

When you're done, just reply to this email and I'll make sure to have your \$100 artwork credit ready for you at your Viewing & Ordering appointment.

[Click here to review SLP on Google](#) *(insert link)*

[Click here to review SLP on Yelp](#) *(insert link)*

[Click here to review SLP on Facebook](#) *(insert link)*

Warmly,

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**Confirming Session - Day of Shoot (SEND ON THE MORNING OF THE SHOOT)**

Subject: Today is the Day!

Hi \_\_\_\_\_!

I can't wait for your photoshoot today! I'll see you at (time) at (location).

I will meet you at the designated meeting place for your location (insert specific location and directions)! Don't hesitate to call me if you need help with directions \_\_\_\_\_.

See you soon,

\_\_\_\_\_

**Didn't Book**

Subject: Re: Your (insert type of photography) Session

Hi \_\_\_\_\_,

I'm so happy to hear you've found a photographer who suits your needs! Would you mind letting me know why you decided to go a different direction? This knowledge greatly helps me with future clients!

I'm proud to say that almost all of my clients come from referrals by amazing people like you. Even though I wasn't the right photographer for you, it would mean the world to me if you would put my name out to your friends.

Let me know if I can help with anything else!

Warmly,

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