



THE ALBUM SALES EMAILS

Every email you need to sell albums.

When You Start

Albums are better than digital files that sit on your computer, *right?* Whether you sell albums in your packages or a la carte, educate your client about the benefits of albums over digital files. This may seem like common knowledge to us photographers, *but it's likely that your clients have never thought about this!* These emails make it easy to start talking about albums from the very start.

Some emails are written for clients that have purchased a package with an album included, and some are written without an album included. These emails are similar, but with minor variations to fit each method.

It's always a good idea to add a personal touch or two! Throughout these emails, you will find some items in **[Bold Brackets]**. You will add your personal touches here (as well as anywhere else you feel would be a good fit).

Just copy and paste these emails right into your email client! Cmnd+C to copy, Cmnd+V to paste!

After Consultation - With Album in Package

Hi **[CLIENT NAMES]**!

I had such a great time meeting with you! I truly loved getting to hear about how you two met, your beautiful story, and how you fell in love. **[Add personal touch]**

I hope that getting the opportunity to talk, see the sample heirloom albums, and discuss your wedding day details helped you envision the next step in your journey together. I would love to get the opportunity to document this special time for you.

Each of my packages includes an engagement session, coverage for your big day, and a beautiful handcrafted heirloom photo album, just like the one you saw. **[YOUR PACKAGE DETAILS]**
No matter what you choose, our time together is going to be amazing!

Experience A **[PACKAGE 1]**

Experience B **[PACKAGE 2]**

Once you're ready to move forward, I need the following info. When we have that, we will work together on finalizing the contract, payment, and start setting dates!

1. First and Last Names
2. Address
3. Phone Number
4. Special Dates

I know you have a lot to think about, so please let me know if you have any questions! Feel free to email, call or text. My number is **[YOUR PHONE #]**.

Talk to you soon!

[YOUR NAME]

After Consultation - Without Album in Package

Hi **[Client Names]**!

I had such a great time meeting with you! I truly loved getting to hear about how you two met, your beautiful story, and how you fell in love. **[Add personal touch]**

I hope that getting the opportunity to talk and discuss your wedding day details helped you envision the next step in your journey together.

I would love to get the opportunity to document this special time for you. Please don't hesitate to ask questions along the way. I'm here for you and would love to help!

Each of my packages includes an engagement session, coverage for your big day, and the opportunity to invest in a beautiful heirloom wedding album. **[YOUR PACKAGE DETAILS]**

No matter what you choose, our time together will be amazing!

Experience A **[PACKAGE 1]**

Experience B **[PACKAGE 2]**

Once you're ready to move forward, I just need the following info. When we have that, we will work together on finalizing the contract, payment, and start setting dates!

1. First and Last Names
2. Address
3. Phone Number
4. Special Dates

I know you have a lot to think about, so let me know how I can help!
Feel free to email, call or text. My number is **[Your Phone #]**.

Talk to you soon!

[Your Name]

Booking The Engagement Session

Hi there, **[Client Names]**!

I am thrilled to start working together! First thing's first- your engagement session!

Engagement photos make for *the best* save the date cards and guest sign-in books. To allow time for this, I like to schedule engagement sessions approximately 6 months before the wedding. Let me know a few dates that work for you!

Do you have a location in mind?

Here are a few places that I suggest: *the location of your first date, proposal spot, your favorite local coffee shop, a park you enjoy walking together- sentimental spots make for the best locations!*

If you don't have anything in mind, I'd be happy to suggest a few places or select the location for you.

Sunrise and sunset are such beautiful times for photos, so let's shoot during one of those times.

Let me know a couple of dates and times that work for you and we'll get a day booked!

I can't wait!

[Your Name]

Engagement Shoot Detail Prep

Hi there, **[Client Names]**!

Our first shoot is coming up soon- *it's going to be so much fun!*

I wanted to take a moment with you and outline the day!

1. The Timing : Please arrive at **[Arrival Time]**. I will arrive early, so give me a call or text when you get here.

2. The Hair & Makeup : Do what makes you feel comfortable! This is a great excuse to get hair and makeup done professionally, but don't feel like you have to.

3. The Ring : We want to see that sparkle! Since we will be shooting your ring, it's a great idea to polish it before the shoot. Simple jewelry cleaner will do the trick. Your hands will be photographed too, so put on your favorite polish, clear coat, or break out your mani set.

4. The Outfits : The first rule of fashion- do what makes you feel comfortable and confident! Get creative with patterns, textures, and accessories. It's important that you coordinate with one another, but I suggest not matching too closely. Flowing tops, dresses and skirts look great in photos- plus they're fun to dance around in! Feel free to wear layers so we can have some variety during our shoot. Remember to dress for the weather.

5. The Butterflies in Your Stomach : It's really okay to be nervous. Our time together is going to be relaxed, easy, and fun. You'll forget all about any nervousness after you hear the first snap. We will shake out the jitters together! I'm here for YOU. So, if there's something that we can do to make the day feel better, just let me know.

See you soon!

[Your Name]

Engagement Shoot Followup - With Engagement Album

Hello **[Client Names]**!

What an incredible day! I had so much fun getting to know you both and capturing the love you have for one another **[or replace with personal comment from your time]**. Now that you know what it's like to be in front of the camera, you're going to be pros on the big day!

Now for the moment you've been waiting for- your slideshow! Sit back, enjoy, and reminisce about the fun day you shared together.

[INSERT SLIDESHOW LINK HERE]

The wedding collection you selected includes an heirloom guest book using some of your favorite images from your engagement session! The slideshow is the first draft of that design. Using the link above, follow the step-by-step instructions whenever you're ready to leave comments. There's no rush, we'll just want to be sure this is ordered by **[INSERT ORDER DEADLINE HERE]** so you have it for your wedding day.

1. Open your slideshow and press the padlock button in the bottom right corner of the slideshow.
2. Enter any revision requests you have in the comment box. Press the 'enter/return' key to save each comment. A comment will look something like this, "Change right image to #25 kissing under the tree, change left image to #5 ring photo." If you want me to delete a spread entirely, this is totally fine! Just type "Delete". Refer to your image gallery for the image numbers.
3. Keep in mind that you have a **[\$XX album credit]** in credit that comes in your wedding package for the guest book. That means that 20-pages already paid for!
4. Once all revision requests have been entered, press the "send all comments" button and I'll be notified of your changes.
5. I designed this with plenty of white space for your guests to write a congratulatory note or special comment for you on your wedding day!
6. If you like the design and don't want to change anything, press the "I approve" button and I'll email you cover color options to select from!

You can view your engagement image gallery here!

[INSERT GALLERY LINK HERE]

Enjoy this special time and let me know if you have any questions!

[Your Name]

Engagement Shoot Followup - Without Engagement Album

Hello **[Client Names]**!

What an incredible day! I had so much fun getting to know you both and capturing the love you have for one another **[or replace with personal comment from your time]**. Now that you know what it's like to be in front of the camera, you're going to be pros on the big day!

Now for the moment you've been waiting for- your slideshow! Sit back, enjoy, and reminisce about the fun day you shared together.

[INSERT SLIDESHOW LINK HERE]

Slideshows are not only a great way to enjoy the highlights of the day, they also make for the most incredible Guest Books for the wedding day! We can take the slideshow above, make any changes to it that you'd like, and turn it into a lovely sign-in book. When designing, I leave enough space on the pages so that your guests have a place to write a special note to you! It's so fun to look back in 20 years and be reminded of the ones who celebrated this special day with you. Let me know if you're interested!

[Attach images of guest book]

You can view the entire image gallery here!

::[INSERT GALLERY LINK HERE]::

Enjoy this special time and let me know if you have any questions!

[Your Name]

Wedding Day Detail Prep - With Album

Hi **[Client Names]**,

You two must be *so excited!* I cannot wait to see everything come together on your special day.

I wanted to take a moment to outline a few details with you.

I will arrive at **[Time]**. Please let me know if there are any special arrival or parking instructions that I should be aware of.

For detail photos, I will be borrowing a few special items (the dress, shoes, engagement ring, wedding bands, cufflinks, and any other special keepsakes you'd like photographed) early on in the day. If you could have those set aside for me, that would be so helpful and if not, I will grab them once I arrive.

Please let me know if there are any special circumstances that I should know about. I want to accommodate you and your family in whatever way you need. Special requests can range from divorces in the family, one-on-one portraits with specific relatives/friends, etc. Having the first name of everyone on this list will help me organize our time, so please provide those as well. I suggest designating one family member who can assist in gathering everyone for the photos. This will help save a lot of time and make sure we get photos of everyone you want.

That's it! I'll take care of everything else. Your photos will be beautiful, your album will hold so many special memories, and I can't wait for you to see everything come together.

Just like with your engagement photos, I will email you a slideshow with the highlights from your day. This will be your first look and the first draft of your heirloom wedding album! I love starting with a slideshow because I feel it is so important for each of my couples to see the story of their day come together in the design of their album.

Just think- your children, grandchildren, and generations beyond will hold this album and learn so much about you and their family's history. *Take your time, enjoy the story*, and I will reach out to you with instructions on how to proceed.

I'm looking forward to capturing all of the moments that you'll look back on for years to come! I am here to serve you on your special day, so don't hesitate to ask me anything.

See you soon,
[Your Name]

Wedding Day Detail Prep - Without Album

Hi **[Client Names]**,

You two must be *so excited!* I cannot wait to see everything come together on your special day.

I wanted to take a moment to outline a few details with you.

I will arrive at **[Time]**. Please let me know if there are any special arrival or parking instructions that I should be aware of.

For detail photos, I will be borrowing a few special items (the dress, shoes, engagement ring, wedding bands, cufflinks, and any other special keepsakes you'd like photographed) early on in the day. If you could have those set aside for me, that would be so helpful and if not, I will grab them once I arrive.

Please let me know if there are any special circumstances that I should know about. I want to accommodate you and your family in whatever way you need. Special requests can range from divorces in the family, one-on-one portraits with specific relatives/friends, etc. Having the first name of everyone on this list will help me organize our time, so please provide those as well. I suggest designating one family member who can assist in gathering everyone for the photos. This will help save a lot of time and make sure we get photos of everyone you want.

That's it! I'll take care of everything else. Your photos will be beautiful, your album will hold so many special memories, and I can't wait for you to see everything come together.

Just like with your engagement photos, I will email you a slideshow with the highlights from your day. This will be your first look and the first draft of your heirloom wedding album, should you decide to purchase one! I love starting with a slideshow because I feel it is so important for each of my couples to see the story of their day come together in this way.

Just think- your children, grandchildren, and generations beyond could hold this album and learn so much about you and their family's history. *Take your time, enjoy the story*, and I will reach out to you with instructions on how to proceed.

I'm looking forward to capturing all of the moments that you'll look back on for years to come! I am here to serve you on your special day, so don't hesitate to ask me anything.

See you soon,
[Your Name]

Wedding Followup - With Album

Hello **[Client Names]**!

Congratulations!

What a beautiful day! I had a wonderful time at your wedding and I want to thank you again for allowing me to be a part of your day. **[Add a personal touch]**

Over the next few weeks I will edit your photos and design a beautiful slideshow that will tell the story of your day and serve as the start of your album design.

I will email you the slideshow link as soon as the design process is complete. Seeing your images for the first time can be breathtaking, so please take a moment to sit back and enjoy!

Let me know if you have any questions.

Have a wonderful time on your honeymoon!

[Your Name]

Wedding Followup - Without Album

Hello **[Client Names]**!

Congratulations!

What a beautiful day! I had a wonderful time at your wedding and I want to thank you again for allowing me to be a part of your day. **[Add a personal touch]**

Over the next few weeks I will edit your photos and design a beautiful slideshow that will tell the story of your day.

I will email you the slideshow link as soon as the design process is complete. Seeing your images for the first time can be breathtaking, so please take a moment to sit back and enjoy!

Have a wonderful time on your honeymoon!

[Your Name]

Slideshow Release - Unveiling Party

Hey **[Client Names]**!

Your photos have turned out beautifully and I look forward to sharing them with you!

I'd like to invite you to a special evening at my studio where you will view your wedding images for the very first time!

I'll have your album design slideshow on a large screen, the full image gallery, we'll have some wine and snacks, and you'll get the chance to purchase your album and prints at **[discount percentage here]**! This offer will only be available during this evening.

Your photos will look amazing printed and displayed in your home! Take a look at your walls, or any other space you'd like to have them, and bring photos so we can pick the right size for your space.

There's plenty of space for your parents, so please feel free to extend the invitation to them! If I can make any special accommodations for you (food allergies, seating, etc), please let me know.

I've listed a few dates and times below. Let me know if any of these times work for you and about how many will be attending so I can accommodate everyone.

- **[list dates here]**
- **[list dates here]**
- **[list dates here]**

See you soon!

[Your Name]

Slideshow Release - With Album

Hello **[Client Names]**!

What a beautiful, fun day! I loved capturing your wedding day, meeting your family and friends, and of course- seeing you both so in love! **[Add a personal touch]**

Great news! Your slideshow is ready to view and it looks amazing!

To view it, click the link below and press play or click the arrow buttons.

[slideshow link here]

Enjoy reliving your wedding day through these images. I'll email you tomorrow so we can talk about how to make revisions to your album design, as well as a link to your full image gallery.

Cheers!

[Your Name]

Slideshow Release - Without Album

Hello **[Client Names]**!

What a beautiful, fun day! I loved capturing your wedding day, meeting your family and friends, and of course- seeing you both so in love! **[Add a personal touch]**

Great news! Your slideshow is ready to view and it looks amazing!

To view it, click the link below and press play or click the arrow buttons.

[slideshow link here]

Enjoy reliving your wedding day through these images. I'll email you tomorrow with a link to your full image gallery.

Cheers!

[Your Name]

Slideshow Followup - With Album

Hey, **[Client Name]**!

I hope you have fallen in love with your wedding images and the design slideshow!

We are one step closer to getting your heirloom album in your hands. Just think, years from now you will be sharing this album with your children, grandchildren, or family!

All of your photos are now available for viewing. Please follow the link below to view them.

[image gallery link]

Please read through these album design instructions carefully.

The album that is included in your wedding package is 8"x8", includes 10 spreads, and comes in your choice of lovely linen colors. **[Outline album details that are included in the package they purchased]**

If you would like to upgrade to a larger size, add more images and spreads, or add an image or text to your cover, we can customize your album to do so! I've attached a few images to show you some of the possibilities. **[Attach photos that show album add-ons & extras]**

If you have any design revision requests, please click the lock icon to open the comment box in your slideshow. Once that is open, you'll see a comment box appear below the images. To enter your comment, type it into the box and press 'enter/return' on your keyboard to leave the comment. Don't hesitate to ask me to delete images or spreads. If you would like a specific image added, please refer to that image by the image number that is shown your gallery link above. When you're ready, click the 'send all comments' button to email me your notes!

I'm so excited to get this album in your hands! We'll work together to get it finished and delivered to you in about one month. Once we have the design done it will take approximately one additional month **[Album order turnaround time]** to receive the album.

Here is the link to your slideshow!

[slideshow link here]

Please feel free to email or call me if you have any questions at all!

[Your Name]

Slideshow Followup - Without Album

Hey, **[Client Names]**!

I hope you have fallen in love with your wedding images and the slideshow!
All of your photos are now available for viewing. Please follow the link below to view them.

[image gallery link]

I would love to see each and every couple take home their very own heirloom wedding album. Albums are such a beautiful reminder of your story. Sitting down and sharing your album with your children, friends, and family is such a special time. While our phones are great, there's nothing quite like holding your album in your hand.

If you are interested in an album, I would love to make it happen for you. Albums typically start at \$X,XXX **[Price]** for an 8"x8", but I would be happy to give you 30% off **[Discount offer]** the price if we can order within one month **[Offer deadline]**!

The slideshow you saw would serve as the start of your design. We would work together to make it perfect and get you exactly what you want. If you would like to upgrade to a larger size, add more spreads (and more images), or add an image or text to your cover- we can customize your album to do so! I've attached a few images to show you some of the possibilities. **[Attach photos of albums]**

Here is the link to your slideshow again!

[slideshow link here]

Please feel free to email or call me if you have any questions at all!

[Your Name]

Album Design Finalizing Details

Hi **[Client Names]**!

This album is almost done! I can't wait to get this heirloom into your hands. Now that the design is finalized, let's talk about album options! I've attached a few images for you and outlined them below.

Cover:

The album in your package is a beautiful linen **[Album cover type/color that is included in your packages]**, but I also offer genuine leather, authentic suede, and 100% silk cover materials. Each material comes in a variety of colors, so let me know what sticks out to you!

Personalization:

We can do a beautiful cameo window, your names and date, or a special monogram. The cameo and cover design are each \$60.00 **[Cameo & Cover Text price]**. I'm happy to send over a mockup if you're interested in seeing what these personalizations would look like on your design.

Paper:

All of my albums print on a beautiful luster paper. However, I offer a luxurious matte paper upgrade as well. Matte paper gives a timeless, classic feel to your photos and album. So many of my clients absolutely love it! It starts at \$5/page **[Luster upgrade price]**.

Let me know if you have any questions.

[Your Name]

Album Ready For Pickup

Hello **[Client Name]**!

Your album has arrived! It's so beautiful and I know you're going to cherish it for years to come!

Let's schedule a time for you to pick it up.

I'm available **[dates & times here]**. My address is **[your address here]**.

[Also consider meeting them somewhere]

Let me know if there is a time that works best for you.

Talk soon!

[Your Name]

Holiday Offer - Never Purchased Album

Hey again, **[Client Names]**!

Hope you are doing well! I can't stop thinking about your beautiful wedding day and how much fun everyone had. I miss you both!

I wanted to let you know that I just started a holiday sale (can't believe it's that time again) and instantly thought of you. If we can get an order placed by November 1st **[Deadline]**, I will be taking \$150 off all leather albums and \$75 off all linen albums **[Discount offer]**. If you order by the deadline, you'll be sure to get your album in time for the holidays!

I can even ship it right to your destination if you are traveling to see family.

To get you started, I've designed a few spreads and put them into a slideshow. Let me know what you think in the comment box!

All the best,
[Your Name]

Holiday Offer - Parent Albums

Hey **[Client Names]**!

I can't stop thinking about your beautiful day and how much fun everyone had! How have you been? Any fun, end of the year plans coming up?

I wanted to let you know that I just started a holiday sale on parent albums (I can't believe its that time again), and instantly thought about you! If a parent album is ordered by November 1st **[Deadline]**, I will be offering a discount of \$150 off leather albums and \$75 off linen albums **[Discount Offer]**. This leaves us plenty of time to get your order before the holidays too! If you need, I can ship it to your holiday destination if you are traveling!

Let me know if you're interested or have any questions.

All the best,
[Your Name]

What's Next?

We'll walk you through these emails, album sales tips, or any questions you have.

We are here to help you and your business succeed!

[Schedule a call here.](#)