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Email Templates

Every email you need to get started selling albums to past clients.

Intro Email - Matching

OVERVIEW: This email can be sent to past clients where the photographer is willing to match the first \$300

SUBJECT LINE: I have a really special gift for you!

Hey [CLIENT NAMES]!

I am reaching out because I've been doing some work on ways to serve my clients like you and {GROOM NAME} even better and I came up with something really cool that I think you're going to love...

I created this beautiful first draft album design for you and I would really love to get it in your hands. I've been learning a lot lately about the importance of having an album that tells your story and I really believe that this will be something you treasure for years and even pass down to future generations.

So, because of how much I believe in this and what it can do for you and your family, I have a big gift for you.

A gift that will make it super easy to have an heirloom wedding album, that way you and {GROOM NAME} have something tangible to remember your special day.

Would you be interested in an album? I'd love to share all the details about this gift I dreamed up for you!

Best,
[Photographer signature]

[Insert Video of you speaking here explaining how every year on your anniversary I want you to set a tradition that you sit down and flip through your wedding album and remember how special that day was] [we recommend using loom](#)

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Client says yes to hearing more about matching

Hey {Clients Name},

I'm so excited that you're interested in taking me up on the free gift!

Here is how it works! I would love to match you dollar-for-dollar on your album order for the first \$300, because I know how important this album is.

Albums are a tangible way for you to hold the precious memories of your wedding day in your hands. The specific albums I have chosen are handcrafted custom-designed beautiful books that will tell your story and be passed on for generations to come.

So... for example an 8x8 Heirloom Linen Thin Paged album with 20 pages would normally be an investment of \$600.

But with the match, I'm only asking you to cover half of that... so just \$300 for the same heirloom album!

Is that something that interests you?

I'm happy to answer any questions you might have, but the process is quite simple:

1. There is a \$300 deposit to get started
2. I'll share a design with you in 1-2 weeks
3. You and I will work to get the design perfect to your taste (usually we get this done in 1 or 2 revisions)
4. Once design & options are finalized, we'll send a final invoice (if applicable)
5. We'll create your custom handcrafted album to enjoy for years to come

You deserve to have something tangible to look through every year on your anniversary. And I look forward to helping make that happen for you.

What do you say?

Talk soon!

Best,
[Photographer Signature]

Client says no to hearing more about matching

Hey {Clients Name},

Thank you for taking the time to consider a handcrafted heirloom album preserving the memories of your wedding day. I understand that this can be a big decision and would love to create something special for you when you're ready.

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All the best,
[Photographer Signature]

Social Media Bonus Caption Template

[For beautiful images of albums you can use without credit on your social media, click here!](#)

I've been doing some work on ways to serve my clients even better and I came up with something really cool that I think you're going to love...

I've been learning a lot lately about the importance of having an album that tells your story and I really believe that this will be something you treasure for years and even pass down to future generations.

So, I've been going back through past client galleries and creating custom album designs!

I would love to do this for every client so if I've photographed you in the past and you would like a custom album designed with your gallery images, then send me a DM!

I can't wait to hear the stories that come from having these images available in your home to touch, look through and remember the magic of your wedding day.