

Current Client Sale

Email 1: Post-Consult - No Album

Subject Line: That was great!

Hi [Client Names],

I had such a great time meeting with you both! It was so wonderful hearing about how you met and the journey you've been on together. **[Add personal touch]** I'm really excited about the possibility of being part of your big day!

I hope our conversation helped get the ball rolling and made you feel even more excited about all the upcoming details. I'm here to help in any way I can as you continue planning, so please don't hesitate to reach out with any questions or thoughts—whether it's about your wedding day or anything else that's on your mind!

I know we talked about the different packages I offer, but I also wanted to mention that each package includes the opportunity to add a beautiful heirloom wedding album. I really believe albums are such a special way to preserve your memories, and they make a perfect keepsake that can be passed down through generations. To make it even sweeter, I'm offering **30% off** any album added to your package if you decide to go for it.

No matter which package you choose, I'm so excited to be a part of your wedding day, and I can't wait to help bring everything to life!

Once you're ready to move forward, I'll just need a few details from you to get everything confirmed:

- First and Last Names
- Address
- Phone Number
- Special Dates

I know there's a lot to think about right now, so feel free to email, call, or text me with any questions. My number is [Your Phone #].

Talk to you soon!

[Photographer Name]

Email 2: Engagement Shoot Followup - Without Engagement Album

Subject Line: Your engagement slideshow is here!

Hi [Client Names],

What a fantastic session! I had such a great time getting to know you both and capturing the beautiful connection you share. **[Add a personal comment about the session]** You two were absolute naturals in front of the camera, and I can already tell your wedding day is going to be just as amazing.

Now, the moment you've been waiting for—your slideshow is ready! Sit back, relax, and enjoy reliving the fun and laughter of your engagement session.

[INSERT SLIDESHOW LINK HERE]

I wanted to share something special with you: this slideshow isn't just a beautiful way to relive your engagement session—it can also be turned into a one-of-a-kind guest book for your wedding day! We can take this slideshow, make any adjustments you'd like, and transform it into a lovely sign-in book for your wedding. I'll design the pages with space for your guests to leave personal messages, making it a truly unique keepsake you'll treasure forever.

How amazing would it be to look back in 20 years and read all the heartfelt messages from the people who celebrated with you? It's such a meaningful way to add an extra layer of love and memories to your wedding day.

If you're interested or have any questions about this idea, just let me know! I'd be happy to provide more details or chat about how it would work.

You can view the entire image gallery here:

::[INSERT GALLERY LINK HERE]::

Enjoy this special time, and please feel free to reach out if you have any questions or want more info on guest book options. I'm here to help however I can!

Looking forward to hearing from you soon!

[Photographer Name]

Email 3: Wedding Day Detail Prep: No Album

Subject Line: Wedding day details!

Hi [Client Names],

You two must be so excited! I can't wait to see everything come together on your special day.

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

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

For your detail photos, I'll need to borrow a few special items early in the day—things like your dress, shoes, engagement ring, wedding bands, cufflinks, or any other meaningful keepsakes you'd like photographed. If you could have those set aside for me, that would be super helpful! If not, no worries—I'll grab them once I arrive.

Please also let me know if there are any special circumstances I should be aware of. I want to make sure I accommodate you and your family in every way possible. Special requests can range from family dynamics to one-on-one portraits with specific relatives or friends. If you can provide me with the first names of everyone on your list, it'll help me stay organized and get the photos you want. I recommend designating one family member to assist in gathering people for photos, which will help save time and make group shots more efficient.

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

Just like with your engagement session, I'll send you a slideshow with the highlights from your wedding day. This will be your first look at the images! If you decide to add a wedding album to your package, this slideshow will serve as the first draft. I love starting with the slideshow because it really helps tell the story of your day and brings everything together in such a meaningful way.

Take your time, enjoy your wedding day, and I'll reach out with more details on how to move forward if you'd like to add an album.

I'm looking forward to capturing all the moments you'll look back on for years to come! Please don't hesitate to reach out with any questions—I'm here to serve you and make your day as seamless and memorable as possible.

See you soon!

[Photographer Name]

Email 4: Wedding Followup - Without Album

Subject Line: Congratulations again, newlyweds!

Hello [Client Names],

I hope you're both still riding the high from your unforgettable wedding day!

It was truly such a joy to be part of your celebration, and I can't thank you enough for allowing me to capture those unforgettable moments. **[Add personal touch]** I loved seeing you two so in love, surrounded by friends and family.

Over the next few weeks, I'll be editing your photos and putting together a gorgeous slideshow that will bring the whole story of your wedding day to life. I can't wait for you to see it! It's such a special moment when you get to experience everything all over again, and I know you'll love reliving the highlights.

Once the slideshow is ready, I'll send you the link so you can sit back, relax, and enjoy the memories. Trust me, seeing your images for the first time is such a breathtaking experience, so take your time to enjoy it together!

Wishing you an amazing honeymoon, and I'm excited to catch up soon!

[Photographer Name]

Email 5: Slideshow Release - Without Album

Subject Line: Your wedding slideshow is ready!

Hello [Client Names],

The moment you've been waiting for is finally here! Your wedding image slideshow is ready, and I'm so excited for you to see it!

Your wedding day was absolutely unforgettable, and now you get to relive all those beautiful moments again. I hope this slideshow brings back all the emotions and joy you felt on that special day.

To view it, just click the link below and hit play (or use the arrow buttons to navigate through the images).

[Slideshow link here]

I'd recommend making this a special moment—take some time for the two of you to sit down and enjoy it together. Grab your favorite drinks, some snacks, and maybe even a few tissues—it's going to be an emotional ride! There's something so magical about reliving your wedding day through these images, and I'm sure you'll cherish every second.

I'll also be sending you the full image gallery tomorrow, so you'll soon have access to all your photos!

Enjoy every moment, and I can't wait to hear what you think!

[Photographer Name]

Email 6: Slideshow Followup - Without Album

Subject Line: Your wedding photos are here!

Hello [Client Names],

I hope you've fallen in love with your wedding images and the slideshow—it truly captures the essence and emotions of your beautiful day!

All of your photos are now available for viewing. Please follow the link below to access the full gallery:

[image gallery link]

Every couple deserves a tangible keepsake of their wedding day, and I'd love to help you create an album that will last a lifetime. Albums are so much more than just collections of photos—they're beautiful reminders of your unique love story. There's something incredibly special about sitting down with your children, friends, and family, flipping through the pages, and reliving all the moments that made your wedding unforgettable. While our phones are great for quick sharing, nothing compares to holding a physical album in your hands. It's an experience you'll treasure forever.

So many of my couples share how they've made it a tradition to sit down with their wedding album each year on their anniversary. It's a beautiful way to reconnect, reflect, and relive all their favorite moments. Having that tangible album in hand brings those memories back in such a different and special way—something digital images just can't quite replicate.

If you're interested in creating an album, I'd be honored to help you make that happen. Albums typically start at **\$X,XXX** for an 8"x8" size, but I'd love to offer you **30% off** if we can place the order within the next month! [Offer deadline]

The slideshow you've seen serves as the starting point for your album design. We'll work together to make sure it includes all your favorite images, and I'll help you customize it however you'd like. Whether you'd like to upgrade to a larger size, add more spreads (and more images), or include special text or a unique image on the cover, we can make your album truly one-of-a-kind. I've attached some sample photos of albums to give you an idea of the possibilities.

Here's the link to your slideshow again:
[slideshow link here]

Please feel free to reach out anytime with any questions. I'm here to help ensure your wedding memories are beautifully preserved for you and your family!

[Photographer Name]

Email 7: 9 Month Check-In

Subject Line: Just checking in - how's married life?!

Hey [Client Names],

I hope this message finds you both doing well and enjoying your first year of marriage! It's hard to believe how quickly time flies—how has the first year been for you? I'd love to hear how things have been going!

As I think back to the beautiful moments from your wedding day, I wanted to check in with you and see if you've thought about creating a wedding album. A wedding album is such a special way to relive all those meaningful moments, and having it in your hands is a completely different experience than scrolling through digital photos on your phone. So many of my couples tell me how much they enjoy revisiting their album each year, whether it's on their anniversary or just whenever they want to reflect on those precious memories.

If you're still considering adding an album to your collection, I'd love to help you create one. It's a timeless way to preserve your wedding day, and I'd be honored to work with you to make it exactly what you want. Starting the process now would give us plenty of time to have your album ready in time for your first anniversary!

As a reminder, I'm happy to offer **30% off** any album orders placed **within the next month** if you'd like to move forward.

I'd love to help you preserve your wedding memories in a beautiful, lasting way. If you're interested, please don't hesitate to reach out! I'm here to answer any questions or get started whenever you're ready.

Wishing you both all the best as you continue your life together!

[Photographer Name]

