

Album Academy Past Client Sale Email Templates

Email 1: Introduce Albums & Discount

Subject Line: The perfect way to relive your wedding day!

Hi [Client's First Names],

I hope this message finds you well! It's hard to believe how much time has passed since your wedding day. I absolutely loved working with you and capturing your beautiful moments—your day was truly special, and I'm so grateful to have been part of it.

Over the past year, I've come to realize just how meaningful wedding albums are, which is why I've been adding them to all of my wedding packages. A wedding album isn't just a collection of pictures—it's a tangible, timeless way to relive the most special day of your life. I truly believe your wedding images deserve to be printed and held in your hands, not just stored on a laptop or phone. An album tells your unique story and becomes your first family heirloom, a keepsake that can be passed down through generations and cherished for years to come.

Albums are such a beautiful way to relive the magic of your wedding, and I would love to design one for you that beautifully showcases the memories from your wedding day. It would be an honor to create something you can treasure forever.

As a special offer, I'd like to give you **30% off** the finished album if you decide to take me up on this offer.

If you're interested or would like to see some album samples, just reply to this email, and I'd be happy to chat more!

Looking forward to hearing from you!

[Photographer Signature]

Email 2: Client Says “Yes”

Subject Line: re: the perfect way to relive your wedding day

Hi [Client First Name],

I'm so thrilled that you're interested in learning more about the album design process! I can't wait to help you preserve your wedding memories in such a meaningful and beautiful way.

Albums are such a special way to relive the magic of your wedding day. While digital images are wonderful, there's something irreplaceable about holding a physical album in your hands—a tangible piece of your story that can be passed down and cherished for generations. That's why I'm so passionate about offering custom-designed albums, hand-crafted specifically for you.

Each album is created to reflect your unique style, with every detail tailored to your wedding day. For example, an **8x8 Heirloom Linen Thin Paged Album with 20 pages** would be an investment of **\$[insert price]**, and as I mentioned, you'll receive **30% off** your album. This is a fantastic option for those who want an elegant way to showcase their wedding day.

Here's a quick overview of how the design process works:

1. **Design Review:** I'll share your album design with you within 1-2 weeks. You'll get to see the layout and how your images come together.
2. **Refining the Design:** Together, we'll work to get the design just right for you. Most of the time, we complete this in 1-2 revisions.
3. **Finalizing the Details:** Once the design and album options are finalized, I'll send you the final invoice.
4. **Creating Your Custom Album:** After the invoice is settled, we'll create your custom, handcrafted album that you'll treasure for years to come.

This is such a fun and personal process, and I'm here to guide you every step of the way. If you have any questions or would like to discuss design ideas, feel free to reach out—I'm here to help!

Looking forward to getting started on your beautiful album!

[Photographer Signature]

Email 3: Send First Album Draft

Subject Line: The first draft of your wedding album is ready!

Hi [Client First Name],

I'm so excited to share the first draft of your wedding album with you! I've designed it to capture the essence of your day and reflect how it felt—from the loud, joyful moments to the quiet, meaningful ones. Each page is meant to showcase your most special, favorite moments and people, and I truly hope it brings back all the love and magic of your wedding day.

The album draft has come out to a total of **[X]spreads**, which is an investment of **\$(X)**. Now that you have the first draft, it's time to make it truly yours! This is where we get to refine the design so it's a perfect fit for your preferences.

You can make revisions using the commenting pins in the online software. If you want to swap out images or make changes, it's easiest for us if you reference the exact image numbers. For example, you could say, "Please replace the upper left photo of us kissing with image 045," or, "The photo of us smiling at the camera should be swapped with image 028." This helps ensure we get the right images and makes the revisions smoother for everyone!

Once I receive your revisions, it typically takes about a week to implement the changes and get the updated draft back to you.

If you have a specific budget in mind for the album, just let me know! We can tweak the design to fit within your budget, but keep in mind this might mean trimming some of your favorite images or spreads. I want to make sure we stay within the range you're comfortable with, and I'm here to help with that.

And don't forget—you'll still receive **30% off** your completed album, no matter what revisions we make.

I can't wait to hear your thoughts and see how we can make this album even more personal and perfect for you!

Looking forward to your feedback,

Email 4: Client Is NOT Interested in Learning More

Subject Line: re:

Hi [Client's First Name],

Thanks so much for letting me know! I completely understand, and I'm always here if you change your mind in the future or if you have any other questions. Your wedding memories are so special, and I'm grateful to have been part of your day.

Wishing you all the best,

[Photographer Signature]

Email 5: No Response From the Client (Follow-Up 1)

Subject Line: Just checking in about your wedding album

Hi [Client's First Name],

I hope you're doing well! I wanted to check in and see if you had a chance to think about the custom wedding album offer I shared with you a few days ago. I'd love to help you preserve your beautiful memories in a way that you can enjoy for years to come.

If you have any questions or if you'd like to explore options for your album, feel free to reach out—I'm here to help!

Looking forward to hearing from you when you have a moment.

[Photographer Signature]

Email 6: Last Call For No Response Clients

Subject Line: Last Call: 30% off your custom wedding album

Hi [Client's First Name],

I wanted to follow up on my last email about your wedding album. I completely understand if you've been busy, but I wanted to remind you that the **30% off** offer is only available for a limited time! This is a special opportunity to save on a custom album that will help you preserve your beautiful memories for years to come.

If you're ready to get started or just have questions about the design process, I'm here to help.

Looking forward to hearing from you soon!

[Photographer Signature]

