



THE  
**WEDDING SCHOOL**  
EMAIL TEMPLATES





# WHY TEMPLATES?



# EFFICIENCY

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- ▶ You will find that you send the same types of emails over and over
- ▶ It will make it quicker and simpler to respond to common emails
- ▶ You'll build a robust library of responses
- ▶ Save responses to common client questions and issues
- ▶ Save responses to inquiries and workflow items





# OFFICE HOURS + BOOMERANG



← Susan Stripling (susan@susanstripling.com)

I don't want you to know that I'm sending this at 4am, but I am.

Love,  
Your wedding photographer



Send



Saved



Send Later



Boomerang this

Tomorrow morning

if no reply









# STANDARD SIGNATURE



New Message

 Susan Stripling <susan@susanstripling.com>   

> To:

Subject:

B I U ↕ Helvetica ↕ 13 ≡ ≡ ≡ ■ |← →| • 🔗 Markdown | HTML

└ Susan


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[susanstripling.com](http://susanstripling.com)  
[susan stripling on facebook](#)  
917.209.8425  
1000 Dean St, #244  
Brooklyn NY 11238



# ENGAGEMENT INQUIRIES



 Susan Stripling <susan@susanstripling.com>



Save

Send


> To:


Subject:

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Markdown | HTML

Hi XXX!

Congratulations on your engagement and thank you for contacting me! I absolutely love photographing engagement sessions and think that New York is a perfect backdrop for these shoots!

Engagement sessions are \$1,500 for the shoot itself and includes an hour and a half of photography at the location of your choosing as well as a password-protected online image gallery for easy viewing and reordering of prints as well as your edited, high-resolution digital files.

Generally sessions are scheduled Tuesdays, Wednesdays, and Thursdays around 3:30pm to allow for the best light in the city before the sun goes behind the buildings.

I wish you a wonderful engagement, and I look forward to hearing from you soon!

- Susan

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# WEDDING INQUIRIES



Hi XXX!

Congratulations on your engagement and thank you for contacting me! I would love to talk to you about your wedding, and answer any questions that you might have!

For your convenience I am linking a PDF detailing my rates, services, and FAQ. I am happy to discuss creating a custom package tailored to your specific needs!

<https://s3.amazonaws.com/susanstriplingpricing/2016.pdf>

When you review the linked Wedding Rates and information, please bear in mind that these collections are a starting point based on our most frequently requested coverages and services. You can add wedding day coverage time, additional albums, engagement sessions, etc. You may choose add-ons as we get closer to your wedding date, and even add albums after the wedding.

Working with clients to document their wedding day is the most important and rewarding part of my career. But, I've also been honored by my peers as one of the Top Ten Wedding Photographers by American Photo Magazine, and being named a Grand Master by the Wedding and Portrait Photographer's International organization where I have won multiple print competition awards. I have also been a regular instructor with Creative Live, a website featuring video lectures, seminars, and educational materials for photographers worldwide.

I highly recommend that you check out the recent work [on my blog](#) and [on my facebook page](#) If you'd like to see some galleries from full weddings, click here:

<http://susanstripling.pixieset.com/?t=featured>

If you'd like to chat further, please call or email. We can also arrange a Skype! I'd love to be a part of your wedding, I wish you a wonderful engagement, and I look forward to hearing from you soon!

- Susan

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# VENUE-SPECIFIC INQUIRIES



Hi XXX! Congratulations on your engagement and thank you for contacting me! I would love to talk to you more about your wedding - I am utterly obsessed with Liberty Warehouse!! I would love to give you a call so that we could discuss more about my approach and answer any questions that you have about potentially working together. At that time I can also answer all of your pricing questions. While I do have specific collections that interest many clients most opt to create their own custom package so knowing precisely what you're looking for will help me tailor everything to your needs.

For your convenience I have a PDF that you can download which will detail my rates and services.

<https://s3.amazonaws.com/susanstriplingpricing/2016.pdf>

When you look at the rate sheet please bear a few things in mind : the collections are just a starting point. You can add on more albums, engagement sessions, extra hours...and if you're not sure of what you need you can choose the add-ons later. Since I do run a very customized business everything can be tailored to your needs.

I highly recommend that you check out the recent work [on my blog](#) and [on my facebook page](#) If you'd like to see some galleries from full weddings [just go here](#) ...all of the "featured" weddings are open to the public for viewing.

In particular, a few Liberty Warehouse weddings can be seen here:

<http://susanstripling.pixieset.com/nellielenny/>

<http://susanstripling.pixieset.com/suzannejonathan/>

Working with clients to document their wedding day is the most important and rewarding part of my career, but I've also been honored by my peers as one of the Top Ten Wedding Photographers by American Photo Magazine, being named a Grand Master due to multiple print competition awards at the Wedding and Portrait Photographer's International organization, and being a regular instructor with Creative Live, a site that educates photographers worldwide.





If you'd like to chat further we can talk via phone, Skype, or continue corresponding via email! I'd love to be a part of your wedding, I wish you a wonderful engagement, and I look forward to hearing from you soon!



# FOLLOWING UP TO INQUIRY












New Message

 Susan Stripling <susan@susanstripling.com>   

> To: |

Subject:

B I U  12      |   •  Markdown | HTML

Hi!

I was just writing to see if you had received the information I sent to you regarding wedding photography and if you had any questions. I hope your wedding planning is going excellently and please do let me know if I can provide any further details about my services and style.

All my best;  
- Susan

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# “Can we remove the assistant?”



Hi Potential Client!

Thank you so much for getting back to me and helping me understand what you're looking for! I absolutely understand having a budget and needing to stick to it. My "base collection" really is a base collection : it's the bare minimum of coverage we offer. I currently do not have any collections with a lesser number of hours. The online gallery is a courtesy that we provide for our clients, and removing that from the collection would not affect the rate. I also always work with an assistant, and removing her from the collection would affect the work that I am able to do for you on the wedding day.

For example, my assistant aides in lighting the entire day. Not having her with me would change the way I am able to light your family groupings and your entire reception, which would change the look of your images. I want to provide you with the most beautifully lit images possible, and my assistant allows me to provide that.

I would love to speak to you on the phone or meet you in person to talk more about my collections and style. I hope that as you're researching wedding photographers, you'll see that my work rises above the others! I understand that it might be more of an investment, but I believe that it would be a worthy one!

I wish you all the best, and I hope we can meet or chat soon!

- Susan

[susanstripling.com](http://susanstripling.com)

Find me on [Instagram](#)

Visit the studio on [Facebook](#)

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# SAVED PHRASES



**THANK YOU SO MUCH FOR GETTING  
BACK TO ME AND HELPING ME  
UNDERSTAND WHAT YOU'RE  
LOOKING FOR! I ABSOLUTELY  
UNDERSTAND HAVING A BUDGET  
AND NEEDING TO STICK TO IT.**



**“We have a budget!”**



**I UNDERSTAND THAT YOU MENTIONED WANTING “JUST PICTURES AT YOUR WEDDING”, AND THAT YOU REQUESTED A “CHEAP” PACKAGE. I KNOW THESE RATES MIGHT BE MORE THAN WHAT YOU’RE LOOKING TO SPEND, BUT I TAKE THE RESPONSIBILITY OF SHOOTING WEDDINGS VERY SERIOUSLY, AND BELIEVE THAT MY RATES REFLECT THE LEVEL OF SKILL AND CARE THAT I’LL BRING TO YOUR WEDDING DAY!**

“We just want cheap pictures!”





**I UNDERSTAND THAT YOU MENTIONED WANTING “JUST PICTURES AT YOUR WEDDING”, AND THAT YOU REQUESTED A “CHEAP” PACKAGE. I KNOW THESE RATES MIGHT BE MORE THAN WHAT YOU’RE LOOKING TO SPEND, BUT I TAKE THE RESPONSIBILITY OF SHOOTING WEDDINGS VERY SERIOUSLY, AND BELIEVE THAT MY RATES REFLECT THE LEVEL OF SKILL AND CARE THAT I’LL BRING TO YOUR WEDDING DAY!**

“We just want cheap pictures!”





**I SAW THAT ONE OF YOUR QUESTIONS WAS IN REGARDS TO OBTAINING YOUR RAW FILES, AND THAT YOU WERE KEEN TO MAKE SURE THEY WERE INCLUDED IN YOUR COLLECTION. MAY I ASK WHY THAT IS? THE REASON THAT I ASK, IS THAT MANY PUBLICATIONS AND INTERNET ARTICLES ADVISE BRIDES AND GROOMS TO MAKE SURE THEIR RAW FILES ARE INCLUDED IN THEIR PACKAGES. UNFORTUNATELY, THEY DON'T GO INTO ANY DETAIL AS TO WHY YOU'D WANT THEM!**



Establishing the “why” about RAW files



**I DON'T RELEASE MY OUTTAKES, AND ANY IMAGES NOT DELIVERED ARE NOT ARCHIVED, AND THEREFORE NOT AVAILABLE. I SHOOT VERY CAREFULLY, AND I CAN ASSURE YOU THAT ALL THE VIABLE IMAGES ARE INCLUDED IN YOUR GALLERY OF HIGH-RESOLUTION FILES. WITH REGARDS TO WANTING TO EDIT THEM YOURSELVES, PLEASE TRUST THAT WE SPEND A GREAT DEAL OF TIME EDITING YOUR IMAGES TO A STELLAR PROFESSIONAL STANDARD, SO THERE WOULD BE NO NEED TO "RE-EDIT" THEM.**

**"We just want to have allllll of the files!"**





**THANK YOU SO MUCH FOR LETTING ME KNOW YOUR CONCERNS WITH THE MODEL RELEASE IN YOUR CONTRACT. I WOULD LOVE TO ADDRESS THOSE CONCERNS, BUT CAN YOU ILLUSTRATE FURTHER? IT'S UNUSUAL TO HAVE A CLIENT NOT WANT ANY OF THEIR IMAGES SHARED, AND IF THAT'S THE CASE, WE CAN ABSOLUTELY DISCUSS A NON-DISCLOSURE AGREEMENT FOR YOUR IMAGES.**

**WOULD YOU BE AMENABLE TO MY SHARING YOUR IMAGES IN PHOTOGRAPHIC COMPETITIONS? WOULD IT BE POSSIBLE TO SHARE THE IMAGES OF THE DETAILS AND DECOR, AS WELL AS IMAGES WHERE THE SUBJECTS ARE NOT EASILY IDENTIFIABLE? WHAT ABOUT SHARING THE IMAGES, JUST HAVING NO NAMES ATTACHED?**

**PLEASE LET ME KNOW WHAT YOU MIGHT BE COMFORTABLE WITH. I LOOK FORWARD TO LEARNING MORE!**

**“We don't want our images online!”**





**THANK YOU FOR WRITING TO LET ME KNOW ABOUT YOUR DESIRES TO SIGN THE CONTRACT INSTEAD OF YOUR DAUGHTER. I CAN UNDERSTAND WHY YOU'D PREFER THAT. THE CONTRACT DOES HAVE TO BE SIGNED BY YOUR DAUGHTER, AND HER ONLY, REGARDLESS OF WHO IS PROVIDING THE PAYMENTS. THE PERSON SIGNING THE CONTRACT WILL BE THE ONE THAT I REPORT TO ON THE WEDDING DAY, AS WELL AS THE ONE WHO MAKES THE DECISIONS ABOUT COVERAGE, LOCATIONS FOR PORTRAITS, FAMILY GROUPINGS, AND SO FORTH. I'D LOVE TO HAVE YOU AS A PART OF THOSE DISCUSSIONS, BUT I'M SURE YOU UNDERSTAND MY NEED TO HAVE YOUR DAUGHTER, THE BRIDE, BE THE ONE WHO OFFICIALLY SIGNS THE CONTRACT.**

**"My mom is going to sign the contract"**





**I'D LOVE TO TALK ON THE PHONE ABOUT YOUR DESIRE TO "DUPLICATE" SOME OF THESE IMAGES, OR EVEN USE THEM AS SERIOUS INSPIRATION. EVERY WEDDING IS COMPLETELY DIFFERENT, AND EVERY WEDDING COVERAGE IS LIKEWISE DIFFERENT. SOMETHING THAT WAS SHOT AT ONE WEDDING MIGHT NOT FIT THE COVERAGE AT ANOTHER WEDDING, AND SO FORTH. I CAN'T GUARANTEE THAT THE WEATHER, CIRCUMSTANCES, TIMING, OR LOCATIONS WILL COME TOGETHER TO MAKE IMAGES LIKE THE ONES YOU'RE SHOWING ME.**

**WHEN IT COMES TO DUPLICATING THE WORK OF ANOTHER PHOTOGRAPHER, I WOULD LOVE TO BE ABLE TO CREATE ORIGINAL ARTWORK FOR YOU ON YOUR WEDDING DAY. A LIST OF DUPLICATES TO CREATE WILL MEAN THAT I'M SPENDING MY TIME WORKING THROUGH A SHOT LIST INSTEAD OF MAKING SOMETHING UNIQUE TO YOU! IF YOU'D LIKE ME TO DUPLICATE THESE IMAGES I CAN, BUT IT WILL STRONGLY RESTRICT THE AMOUNT OF TIME I WILL HAVE TO CREATE OTHER WORK FOR YOU, AND WILL RESULT IN A VERY DIFFERENT LOOK TO YOUR FINAL GALLERY OF IMAGES.**



**"Can you duplicate all of these Pinterest images?"**



**I KNOW HOW HARD IT IS TO BREAK INTO THE BUSINESS, AND I WISH YOUR FRIEND ALL THE BEST. HOWEVER, SHOOTING FOR HER PORTFOLIO AT YOUR WEDDING ISN'T SOMETHING THAT I CAN ALLOW. I KNOW THAT SHE'S EXCITED (AND I'M EXCITED FOR HER!), BUT I NEED TO BE THE ONLY SHOOTER WORKING AT YOUR EVENT. I KNOW THAT SHE'S PROMISED TO STAY OUT OF THE WAY, BUT IT'S REALLY EASY TO GET CAUGHT UP IN THE JOY OF SHOOTING AND NOT PAY ATTENTION TO WHAT'S AROUND YOU! FURTHERMORE, I DON'T WANT ANY GUESTS TO CONFUSE WHO IS THE PHOTOGRAPHER IN CHARGE, AND COME BACK TO ME LATER LOOKING FOR IMAGES THEY THOUGHT I SHOT, BUT SHE SHOT INSTEAD. IF YOU'D LIKE TO TALK ABOUT THIS MORE OVER THE PHONE, PLEASE LET ME KNOW AND WE CAN SET UP A CALL!**

**I DO WISH YOUR FRIEND THE BEST OF LUCK. IF YOU WANT TO HELP HER OUT, PERHAPS GETTING DRESSED BACK UP POST-WEDDING AND LETTING HER SHOOT PORTRAITS OF YOU MIGHT BE AN EXCELLENT THING FOR ALL INVOLVED!**



**“My photographer friend is going to shoot, too!”**



**I HOPE ALL OF YOUR WEDDING PLANNING IS GOING WONDERFULLY. I CAN'T BELIEVE IT'S COMING UP SO SOON! I JUST WANTED TO DROP YOU A QUICK EMAIL AND REMIND YOU THAT YOUR NEXT INVOICE IS DUE ON [INSERT DATE HERE]. YOU CAN EITHER PAY THE INVOICE ONLINE AT [INSERT ONLINE PAYMENT PORTAL HERE, IF APPLICABLE] OR MAIL IT TO [INSERT ADDRESS HERE]. THANK YOU SO MUCH, AND I LOOK FORWARD TO WORKING WITH YOU SOON!**

When an invoice is due





**I JUST WANTED TO GET IN TOUCH AND LET YOU KNOW THAT YOUR INVOICE IS NOW SEVERAL DAYS LATE. I'M SURE IT JUST SLIPPED YOUR MIND - I KNOW HOW HECTIC WEDDING PLANNING CAN BE! AT THE BOTTOM OF THIS EMAIL ARE INSTRUCTIONS ON PAYING THE INVOICE. IF THE INVOICE IS NOT PAID BY [INSERT DATE HERE], THE NEXT INVOICE ISSUED WILL HAVE THE \$25 LATE FEE ATTACHED. PLEASE LET ME KNOW IF YOU HAVE ANY QUESTIONS, AND I LOOK FORWARD TO GETTING YOUR PAYMENT SQUARED AWAY!**

When an invoice is late







THE  
**WEDDING SCHOOL**