



Welcome to our *Lead email templates*. These are a culmination of years of experience with getting those enquiries to convert to bookings.

These templates can be copied in your emails or alternatively if you have a CRM such as [Studio Ninja](#) or [Light blue](#) they can be made in templates. The benefit of using a CRM is you can use variables to pull through data into the email to personalise it such as client name or job type.

If you don't yet have a CRM we have a 50% off discount code for Studio Ninja. Use code **Shuttercircle50** on checkout for the annual plan.

With these templates we have made the tone of voice as neutral as possible, but you may want to put your own style and flair into these to match your own company's brand.

Cheers

Team Shutter Circle



Company number **15036373**
Registered address:
**33 Boston Road South, Holbeach,
Spalding, United Kingdom, PE12 7LR**

Lead emails Templates

1. Automated Reply or workflow first task

Hey **(Insert client first name)**,

I've just seen your email come through on my phone, I'm not currently at my desk so I can't check my diary just yet, but I wanted to at least acknowledge your email, so you didn't think I was ignoring you haha 😊

In the meantime, here is a link **(INSERT LINK OR HYPERLINK)** to my pricing.

I'll get back to you as soon as I'm home! Please check your spam if you haven't heard from me within 48 hours.

Thank you for enquiry and stopping by

Speak soon,

1.1 NOT AVAILABLE

Hey there **(Insert client first name)**,

Thank you so much for your lovely enquiry and for stopping by!

Unfortunately, after checking my diary, I am unavailable for **(Insert Job Date)**.

However, it's not all bad news, there are a couple of photographers that I know very well, they have a really similar style to me and price point as well.

<https://www.nikbryantphotography.co.uk> **(put one of your recommended supplier friends here)**

<https://flisherphotography.co.uk> **(put one of your recommended supplier friends here)**

<https://kieranbellisphotos.com/> **(put one of your recommended supplier friends here)**

Thank you once again for your interest, and I hope you have an amazing wedding day when it comes around!



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1.2 I'm available lets chat

Hey **(Insert client first name)**,

Thank you so much for getting in touch! It's lovely to hear from you and CONGRATULATIONS on your engagement!! I am happy to say that I am free on **(Insert Job Date)** and would love to document your wedding day! **(INSERT NICE THINGS ABOUT VENUE HERE)**

As I am currently available, I would love to share some more of my work with you!

There are also some galleries here for you to see and have a look at a full gallery from some real weddings.

Gallery One **(Insert Link or Hyperlink Word)**

Collection Password -

Gallery Two **(Insert client first name)**,

Collection Password -

Gallery Three **(Insert client first name)**,

Collection Password -

It would be awesome if we could meet up and have a chat over a drink so you can tell me all your wedding plans! I am free most weekday evenings after 4pm till 8:30pm for an in-person meeting, alternatively we could arrange a phone or video call over a weekend. If in person meeting is what you want, first round is on me! If you would like to book in a meeting just let me know, it's just good to sit and chat and I can show you more of my work too or we can always jump on a video call if that's easier! If you have any questions do not hesitate to contact me by email, Insta DM or on WhatsApp on Insert Mobile number here.

Here is a link to my brochure which gives you lots more information and full pricing too 😊.

Wedding Brochure **(Insert Link or PDF)**

I am really looking forward to hearing back from you.



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2. Follow up email - After enquiry if no response

Hi **(Insert client first name)**,

Just wanted to check in and see if you managed to get the email with the information, I sent the other day as sometimes emails can hit the spam folder.

Have you managed to access the galleries?

Are there any questions you guys have? I would love to answer those for you!!

Let me know if there's anything I can do to help :-)

Let me know what dates and time suit you for a call and I can check my diary.

I can't wait to hear more about your Wedding and the ideas you have!

2.1 Follow up email - After consultation Send this one if you have had a call and not ghosted.

Hi **(Insert client first name)**,

I thought it would be best to drop you guys a line and just follow up on the information you requested a few days ago.

Have you managed to access the galleries?

Are there any questions you have? I would love to answer those for you!!

Let me know if there's anything I can do to help :-)



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2.1.1 - Really want the enquiry - Push Email

Hi guys, hope you're doing well!

I really don't mean to pester, but I just wanted to let you know that I've actually had another enquiry come in today for **(Insert Job Date)**. This is the worst part of the job for me, when two couples are after the same date, but I do pride myself on being fully transparent within my business.

Now, I usually work on a first come first serve basis but because you have enquired with me first, I wanted to give you first refusal on the date just to keep things fair. It always puts me in a bit of an awkward situation, but I thought I'd let you know.

If you are wanting to go ahead or book in a meeting then please let me know, but if you've gone in a different direction that's totally fine too. Please just let me know so I can open the date up to the other couple.

Hope you can understand!

2.1.1 Alternative Final Follow up

Hey **(Insert client first name)**,

I just wanted to check in a see if you have managed to organise a photographer for your wedding.

I still have your wedding as an open enquiry. Did you need more time to think? Or is there anything I can help answer for you.

If you have chosen another photographer, please could you let me know so I can release the date.

I look forward to hearing from you.



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3. Wedding Paperwork

Hey Team,

Thank you so much for wanting to go ahead and get booked in. I am delighted to be your wedding photographer! 🍷

There are just a few more steps needed before we can officially get you in the diary. Attached is your quote, questionnaire, and contract. Read through these carefully and once you are happy with everything, please accept the quote, sign the contract, fill in the first part of the questionnaire for your details and then pay the booking fee!

Please view your quote online by clicking here **(insert PDF quote or Hyperlink to quote)**

I can't wait to capture your special day! Thanks again 😊



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