

GENERAL EMAIL TEMPLATES

CAN I HAVE THE RAW IMAGES?

“Hey there ____! Thank you so much for your email and I’m glad _____.

As per my contract I don’t release RAW images to clients for a few different reasons.

First, my main priority with every client I serve is to ensure they are receiving a finished and final product from me that is consistent with all of the work that I do. You have hired me to to a job and complete a service and that is what I aim to do at all times.

Also, RAW images are incomplete and not representative of the final images that I display on my website and social media. Providing clients with RAW images would be similar to me giving you all of the ingredients for a cake and but not providing you with the recipe. My goal is to provide you a finished cake that is beautiful and delicious!!

Please let me know if you have any further questions!”

WHEN OTHER PEOPLE ASK FOR THE WEDDING PHOTO LINK (FAMILY/FRIENDS)

“Hello and thank you for your email! _____ wedding was absolutely beautiful wasn’t it?! (or some other small talk/niceties).

I’m actually not able to share/send the (photo/link to photos) with anyone other than my clients to ensure that my clients are in full control of the images that they purchased from me. Please contact them directly if you are looking for the link or a specific photo and hopefully they can get you what you are looking for!

Thank you again!”

I AM NOT A RIGHT FIT FOR YOUR WEDDING

“Hey there _____! After some reflection after our talk this afternoon, I think it might be best if you pursued the leads you have with other photographers. I feel that based on what I offer and what you are looking for you guys would be best suited with someone else. I think you deserve the perfect fit for your wedding day and unfortunately I don’t think that is me!

I hope the wedding planning is going well and that you are doing well!”

I AM NOT A RIGHT FIT FOR YOUR FAMILY SESSION

“Hello _____! Hope you had a great weekend at the beach, the weather was amazing this weekend! or other small talk/niceties)

After some more time thinking about what you are looking for from a photographer for your family/newborn/senior session, I feel like I am really not the best fit in order to meet your needs. I think you deserve the perfect fit for your (families memories) and unfortunately I don't think that is me!

Thank you again for reaching out and I hope you have a fantastic rest of your day!”

YOU ARE TOO EXPENSIVE

This is a very general statement that could manifest itself in many different ways/emails.

- “You are over our budget”
- “Why are your prices so high? What you charge is outrageous”
- “We can't afford you”
- “I've gotten more in the past for less”

Each one of these can be addressed in various ways but the most important thing to remember is that:

- It's ok to say no
- It's ok to send them somewhere else
- It's ok to tell them you might not be the right photographer/service provider for them
- You can offer payment plans
- You can offer to add value, but try to avoid discounting or giving in to specific requests
- This is your business and you have full control over how you decide to run it

Because these situations can vary so greatly, one template will not work for all situations. If/when you get a response or email along these lines, it's important to look at the overall situation and decide:

- Is this project/session/wedding something that you are really wanting to do? (for experience, notoriety, visibility, location or you just flat out need the money)
- Do you think you will feel taken advantage of if you take the business?
- Have you been offering deals to others that this person knows?
- Can you offer a payment plan?
- Can you offer something else of value instead of reducing the price?

If you are dealing with a specific situation and you need help responding to the email, please feel free to let me know! Email me hello@cinnamonwolfe.co and I will do my best to get back to you ASAP!

CAN I BREAK APART YOUR PACKAGES?

This question can also manifest itself in various ways and is obviously different for everyone based on how you structure your pricing/packages/business model. The most common question however might be something like, “Can I remove _____ from the package in order to lower the price?”

“Hello! Thank you for your email and question!

Package pricing has been created to give you the most comprehensive (product/service) at the best value possible. At this time I do not include/sell these items individually so I would not be able to remove _____ in order to get to a lower price. I do however offer payment plans which work out really well for many of my clients. (list out the terms of the payment plan).

If what they are trying to remove is included for a specific purpose (ie...engagement session allows you to get to know the couple better before the wedding) then explain why you are including it. If what they are asking to remove can be swapped out for something that better suits your needs and does not cost you more out of pocket, offer that as well.

Thank you and have a fantastic rest of your day!”

CAN I HAVE A DISCOUNT BECAUSE I'M A FRIEND OF A FRIEND OF A FRIEND?

Anytime someone directly asks you for a discount or a deal, you need to evaluate and respond based on the situation. There are some situations that might in fact benefit you (shooting at a location or venue you've been wanting to shoot at or make a vendor connection with...portfolio images and or marketing material etc...) All of that needs to be considered prior to either negotiating/working with someone who has asked or just flat out telling them no.

The most important thing to remember is to avoid situations where you might end up feeling bitter/resentful or taken advantage of. Only engage in client relationships that are a win-win and will leave you feeling good about the work/service you have provided.

Also, try to always include value instead of discounting. Offer to throw in a 16x20 canvas or 5 8x10 prints instead of discounting the price. That way you are still receiving your base price, offering them something special that doesn't cost you a ton and you are devaluing your services.

“Hello and thank you for your email! (Small talk/niceties etc...)

I am so excited to hear of your upcoming wedding and congratulations on your engagement!

I am available on your wedding date and would love to chat more about what I offer and how I can best serve you and your fiance on your wedding day!

I am currently not offering any specials or promotions but I do offer flexible payment plans and would be happy to go over how all of that works for you. I'd also love to include (something of value but doesn't cost you very much) since you are such a good friend of _____!”

REQUEST FOR A REVIEW

“Hello _____!

How are you? I hope you are doing well. It's snowing like crazy here and it was 60 yesterday. This weather is crazy I tell ya!! (or other small talk/niceties etc...)

I'm emailing you to ask a small favor as a former client of mine. I would love for other (couples/families/seniors etc...) to have a way to see what it's like to work with me through the form of testimonials not only on my website but also on a more neutral source like (Google/The Knot/Wedding Wire etc...).

That said, when you have a free moment, would you be able to go to the below link and write a short (or long... whatever floats your boat) testimonial or review about our interaction? Shouldn't take more than 5 minutes of your time and it will be so helpful to others looking to work with me to have a quick and easy way to view what others had to say, right there in google.

Here is the link and (provide exact directions on where to click and what to do).

REVIEW ME

I really appreciate it and would be honored to hear whatever feedback you have about your experience and I know it will be SO helpful to others as well!

Thank you!!!”