**Follow up email: Most clients want people that lead them through this process, they want it to be simple, easy, and they want you to CARE about them. This email is about them!**

Hey (name),

Put in congrats line here. (Congrats on getting married or your upcoming wedding!)

(Use this line to mention something they mentioned in the email, if they did. For example a venue they’re getting married at or anything they told you in the email about the design of the wedding).

I would love to be the person to capture this (family, pretty, model shots, whatever their purpose is for photo’s) moment for you.

I’ve attached my package below but I also know how overwhelming wedding planning can be and figuring out photography packages.

(Put in a sentence here that you’re trying to make it as easy as possible for them!)

I always offer a free 20 minute chat on the phone or on Skype to see if my package fits your needs or what it includes.

Do you want to set up a time to chat over the phone or Skype?

(Insert a YES or NO question here, something they have to answer yes or no with.)

I can’t wait to hear more about you!

Best,

PS: I offer a free engagement session if you book within this amount of time

(or your bonus here to give them incentive to make a decision)