**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),

It was so awesome chatting with you today about (the package they’re looking for).

(Optional; use this line to mention something you talked about that’s related to them, like learning they live in NY, or something you shared, like you both have dogs, etc. “I love meeting other dog people too, Charlie is my life” or something like that).

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’m going to leave this date open for you until (this deadline date). (Give them a deadline time, I like to give 1 – 2 weeks).

You can pay for your package here. (Include link to Square invoice).

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

Did you want more photo’s in your package? Or Did you want more time for your shoot?

Did you have any questions we didn’t answer on the phone call or in email?

I can’t wait to work with you!

Best,