



Email Templates

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Most times, a prospective bride is going to reach out to you via email or by contact form, which you'll then follow up via email.

Email is super important.

The trick is, especially with all of the wedding planning under their belts, brides' inboxes are going to be SLAMMED and you have precious few seconds of her attention to get a reply, let alone set up a meeting. How do you deal?

Be concise with your message.

It's good to make a personal connection and get them to see how you're similar and how you'd be a good fit, but keep it quick!

We'll usually read & re-read twice before pressing "send," just to make sure we're crystal clear in what we're saying, & what we're asking.

Ask questions.

Show some interest in their plans.

Yes you are sending out a template of sorts, but that doesn't mean you can't add some personal touches or make yourself sound like a real person in your email.

Questions show that you care about their wedding, that you're curious, that you're not a robot. Make them specific. Don't use general

questions, tailor them around what information they've already supplied.

If you know the location, ask why it's important to them. Or if you know their photographer, ask "what drew you to their work?"

Little things like this, that show you are attentive to their details, go a long way.

Show authority and experience.

If it's a venue you've shot at, a photographer you worked with, or a planner that referred you, make sure to enforce the fact that you have experience.

Being an authority figure is critically important and it shows your client that you know what you're doing. Having either worked with the photographer in the past or at least that you're familiar with her venue lets her know the day will be running smooth for her vendors, and that's one less thing she has to worry about.

Specify a call to action.

We used to do this a lot... "So let me know if you have any questions or if you want to set up a time to talk more."

Wrongggggggg.

Don't leave your call-to-action open for interpretation or open-ended. It's a sure way of never getting a response.

If you're not calling them up directly, then in your email you should clearly state what you want them to do. Even better, suggest a meeting time of your own.

"I'd love to learn more about you and your plans, would this Thursday at 6pm be good for a quick phone consultation?"

The reason this works is that it offers them a YES or NO response, as opposed to forcing them to open their calendar, check open dates, then write back to you with options, etc. etc. Either they're available or they're not. Easy.

It also gives them a specific reason to write you back, as opposed to "I hope to hear back from you soon!" Because otherwise... you won't.

Provide value.

A lot of times in the early stages of the conversation we'll immediately include a link to our trusted vendor list.

Why?

So that we can be a helpful and resourceful asset.

Providing value, especially when it's not even asked of you, has an amazing psychological effect on the buyer. By giving something of importance, or going out of your way to help, you trigger what's known as the "rule of reciprocity."

This basically states that in response to friendly actions, people are frequently much nicer and much more cooperative than predicted. In essence, by being nice and giving something up without asking anything in return can have profound results.

Don't be fooled by its simplicity, because that's why it's so genius.

Not all leads are created equal.

You are still going to get the occasional price shopper, who's only concerned with how much you cost. Unfortunately, these email inquiries are just not worth your time.

We do have a generic response to at least provide some helpful information, or a lot of times we'll immediately refer them to other studios who want the work.

The main objective with these templates is to **help save time** so that you can be off doing more important things, but also still allow some flexibility so that your communications don't sound like they're coming from Jonny Five.

Have a look below at our most frequently used templates.

EMAIL RESPONSE 1

When they come out swinging asking about price

Hi <**FIRST NAME**>!

Congratulations on your engagement & thanks for your email! Good news, your weekend is still available :) *Sound excited, and be happy for them, but as a rule of them try to match the tone of their initial correspondence.*

Just a disclaimer, there is some minor interest in this weekend with another bride, so I'll be as speedy as possible to reply to any questions you may have. *USUALLY this is true anyway, but we like emphasizing scarcity. Also, if you end up learning more about the wedding and see something that doesn't fit with your company's goals, you have an easy out.*

<**QUESTION / COMMENT**>. *Ask them something relevant either about the venue, how they found you, or comment on your thoughts of their plans & what you like about it.*

As for your question about pricing, we're similar to what you'd expect to pay for a high end photographer or band in the area. For details on our different film collections, please follow this link: *Usually we don't send pricing information immediately, but because this particular email didn't exactly grab our attention or we don't think there's a good probability of them responding, we'll include it right away.*

<**PRICING**>

If you'd like to <**CALL TO ACTION**>, please let me know as soon as possible, I'd be happy to speak with you further. Unfortunately due to the high number of emails we receive daily, we can't guarantee a weekend without a signed contract. *Again, because they don't sound to enthusiastic we aren't expecting a response, but if there is any interest the fact that you could disappear will encourage them to hurry.*

Thanks again so much for your email <**FIRST NAME**>, I look forward to hearing back from you!

EMAIL RESPONSE 2

Get 'em up on the phone

Hi <FIRST NAME>,

Thank you so much for reaching out, & congrats on your engagement!

<QUESTION / COMMENT> Ask them something relevant either about the venue, how they found you, or comment on your thoughts of their plans & what you like about it.

Because we strictly offer our clients both a custom high end film AND experience, we typically like to speak via phone so that we can really have a chance to hear you and learn what it is that's special about your plans. We also want to make sure that we are the ideal studio for you to be hiring for your wedding. To give you an idea for pricing, a typical Boston wedding with one or two locations can look something like

<NUMBER>. Here you're immediately getting to your value proposition, what it is that sets you apart. For us, it's about providing a custom work, as opposed to a "one size fits all" video. We provide price only if a) they ask or b) we feel they can afford it based on the details they've provided (venue, photographer, season, etc.)

To help us get started, would you be so kind as to fill out a very brief couples survey? The link will be at the bottom of this email. A questionnaire is included at the bottom of the email to help us determine talking points, figure out areas of interest for them, and learn a little more about the day.

After I receive your responses, would it be alright if I gave you a call sometime in the next 24 hours using the phone number you provided? You CAN call someone up directly, but usually this day in age people are more comfortable if you ask first.

Thanks again <FIRST NAME>, talk to you soon!

EMAIL RESPONSE 3

Standard response to someone who seems interested

Hi <**FIRST NAME**>,

Congratulations on your engagement & thanks for your email! Good news, your weekend is still available :)

Just as a heads up there is some minor interest in this weekend with another bride, so I'll be as speedy as possible to reply to any questions you may have. *Again, emphasize scarcity here to encourage your lead to act.*

<**QUESTION / COMMENT**> *Always make your email personable, show expertise, ask a relevant question, show interest, etc.*

As for next steps, could I ask you to take a moment to fill out a super quick survey at the bottom of this email? It's not to be nosy! I just like to get to know our clients better & make sure we're going to be the right studio for them. As soon as I'm notified of your responses <**CALL TO ACTION**>. *This is where we send them to our questionnaire to ask even more details about the wedding. Additionally, we will follow that up with some call-to-action. It could be providing pricing if they asked about it, or if they didn't, we usually go right for a scheduling a consultation.*

<**FIRST NAME**> thank you again so much for your interest in working with us, hope to hear from you soon!

EMAIL RESPONSE 4

Just a simple follow up if we haven't heard back right away

Hey <**FIRST NAME**>,

I just wanted to follow up with you to see if you'd gotten a chance to review the information and questionnaire I had sent over? We unfortunately cannot hold any weekends without a signed contract, if you would like to speak further to find out how we may fit into your wedding plans, please let me know as soon as possible. Reinforce that action is required on their part. A lot of times brides call me up sounding upset that they lost the date from their photographer or videographer because they sat on their decision too long. Don't make it a surprise, you should at least give them a heads up that nothing is in stone without a signed contract.

We really look forward to hearing back from you! Thanks so much :)

EMAIL RESPONSE 5

Even if you're unavailable, still provide them with value

Hello <**FIRST NAME**>,

Thank you so much for reaching out, unfortunately our team is unavailable for that weekend, I'm very sorry. If you're comfortable sharing your approximate budget I would be happy to suggest some other wedding videographers for you to look into. Additionally, below is a link to our very own referral guide, hopefully this will in some way help your planning!

What's great about this email, is that it's gotten us referrals from people WHO NEVER EVEN BOOKED US FOR THEIR WEDDING. How awesome is that? By leaving them with a pleasant interaction and helping them out, you leave a fabulous taste in their mouth and they'll STILL talk about you. The conversation would go something like this, "Hey you know there's this great team you should check out, we couldn't get them because they book up too fast..."

The other thing that's great is you're providing them a helpful list of your trusted vendors to help them research as they plan. Start going through your past weddings, try and recall everyone from hair & makeup to of course planners that you loved working with and compile them all in a referral guide.

Thanks again <**FIRST NAME**>, talk to you soon!