

A PRACTICAL GUIDE

The Wedding Photographer's Inquiry Kit

A step-by-step guide to answering leads, discussing price, and setting clear booking boundaries

Made by the Braxis machine

braxisai.com

What this is

This guide is for wedding photographers.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

Crafting the First Reply

When a potential client emails or messages you, respond within 24 hours with a friendly, personalized note. Start by thanking them for considering you, then reference a detail they shared (date, venue, or theme) to show you read their inquiry. Include three quick points: (1) your availability on the requested date, (2) a brief description of your style and what you deliver (e.g., 500 edited images, an online gallery), and (3) a clear call to action, such as scheduling a 15-minute phone call or video chat. Attach a one-page PDF overview of your packages so they can see options before the call. Keep the tone professional yet warm, and avoid any pricing until you have confirmed the scope of work.

Structuring the Pricing Conversation

Before you discuss numbers, confirm the couple's priorities: ceremony only, full day coverage, or add-ons like a second shooter or album. Use a simple worksheet that lists each service with a fixed rate and any variable costs (travel, overtime). Present the total as a clear sum, then break it down: base package, optional extras, and any discounts for early booking. Explain why each element costs what it does—equipment, editing time, and deliverables—so the client sees value. Offer two package tiers (standard and premium) to give choice without overwhelming them. End the conversation by asking if the proposed budget aligns with their expectations and suggest the next step: signing a contract.

Defining Booking Boundaries

Set firm rules early to protect your schedule and creative control. State your deposit amount (typically 30 % of the total) and the deadline for full payment (often 30 days before the wedding). Clarify your cancellation policy, including any refundable portion and the timeline for refunds. Outline what is included in the contract: number of shooting hours, number of edited images, delivery format, and timeline for final delivery. Mention any limits, such as no overnight stays unless pre-approved, and the maximum number of revisions allowed. Communicate these terms in a concise, bullet-point section of the contract and reference them in your email follow-up so there is no ambiguity.

Publishing the Guide as a PDF

Design the PDF using a clean, professional layout: a cover page with title and your logo, followed by each section on its own page. Use a readable font (e.g., 11-pt Arial or 12-pt Times) and include plenty of white space. Export the file as a high-quality PDF (minimum 300 dpi for any images). Upload the PDF to a cloud storage service that provides a direct download link, such as Google Drive or Dropbox. Test the link on multiple devices to ensure it works without requiring a login. Add the link to your website's resources page, your email signature, and any inquiry-reply templates so prospects can access it instantly.

Delivering the PDF Instantly

Automate delivery by integrating your email client with a simple autoresponder. When a lead fills out your inquiry form, trigger an email that thanks them and includes the direct PDF download link. Use a service like Zapier or Integromat to connect the form to your email platform, ensuring the email sends within seconds of submission. In the email body, restate the three key points from your first reply and invite the client to schedule a call. Monitor delivery reports to confirm the email isn't landing in spam. If a prospect requests the guide later, have a canned response ready that copies the same download link, maintaining consistency and speed.

USE THIS

Checklist

- ☐ Reply to every inquiry within 24 hours with a personalized note
- ☐ Confirm client priorities before presenting any price
- ☐ Include deposit, payment schedule, and cancellation terms in the contract
- ☐ Create a clean, branded PDF and host it on a reliable cloud service
- ☐ Set up an automated email that sends the PDF link instantly after a form submission

Where this came from

This guide is a digital product from Braxis AI. The machine wrote it with AI assistance. It contains no invented statistics, no fake customers, and no guarantees. The PDF is delivered immediately after checkout. If something is wrong, email braxisai@gmail.com and it will be fixed.

braxisai.com