





The majority of the people I've taken photographs of, I've had conversations with. "What are your goals and aspirations?" "What are you about?" It's not just about me capturing the image; I want to know what you are about.

-Jamel Shabazz

GETTING TO KNOW YOUR CLIENTS

Asking the right questions

Many of your clients need clear communication before your shoot in order to have a good experience. Especially if they're nervous, giving your clients clear instruction could go a long way in the experience they have. Before we give you our email template to help prepare your clients for a powerful shoot experience, here's some practical things to include in your email:

LOCATION - Tell them exactly where and when you'll meet them. Dropping pins and sending photos often help a lot of people. This can take away a stressful situation of not being able to find each other, which raises their stress levels and will make it more difficult to transition to a peaceful, joyful atmosphere when you do come together.

COFFEE - If you're able, meeting them for coffee beforehand will mean you can ease their nerves (and your own!) and get to know them a bit first. We have done this many, many times and we're always glad we do.

TIMING - Tell them how long you'll be shooting them for: "we will be spending just over 1 hour at the first location then drive for 15 minutes to the last location. We'll probably shoot for about 30 minutes there and we'll get an amazing sunset!"

AFTERWARDS - Tell them beforehand how it works afterwards: "I'll be sending you some sneak peeks in the next 24-48h via text so you can enjoy those ones straight away! Then after 3 weeks I'll be sending you your full gallery via email..."

Okay, use this next page as swipe copy (meaning, you can literally copy and paste it if you want!) and use this as a template for your future shoots. Please customize it to your own style and wording if needed.

Lastly - this email template is specifically crafted for COUPLES, however can be adapted if you are shooting a family or an individual.

Enjoy!

Athena + Camron

QUESTIONNAIRE

(send upon booking)

Hey (clients names)!

To say I'm grateful and excited to be photographing you is an understatement! It's truly an honor that you've booked with me.

Because I realize what a weighty thing it is to photograph people (whether that be a wedding day, an engagement shoot, or anything involving a human being!) it would be silly of me to just waltz in on that day without knowing real, honest true things about each of you, and still be able to make meaningful photos.

So, I would like to invite you to share a bit of your story with me, and be as honest and open as you can! Keep in mind, when we meet you for our time together, I am coming as a close friend or family member. I will belly laugh with you, most likely cry with you, and be as close to you as anyone else. So, thank you, in advance, for taking the time to seek me out and to share this part of your story.

With these questions, I need you both to answer – resist the temptation to answer for each other! We really want to get to know each of you as individuals – it will help us make better images!

- Who are you?
- Who do you love?
- What is home to you?
- What is it about the other person you can't live without?
- Why me? What do you like about our work and what drew you to me?
- What is the most important part of your engagement season?
- What is the most important thing to each of you about your wedding day?
- What is your favorite photograph of the two of you together? (please attach it for us!)
- Lastly, what are you most excited for about marriage?

Is there anything else you want to let us know? Just add it at the end!

Can't wait to read your answers (preferably as soon as you can, but at least two weeks before our time together would be incredible).

