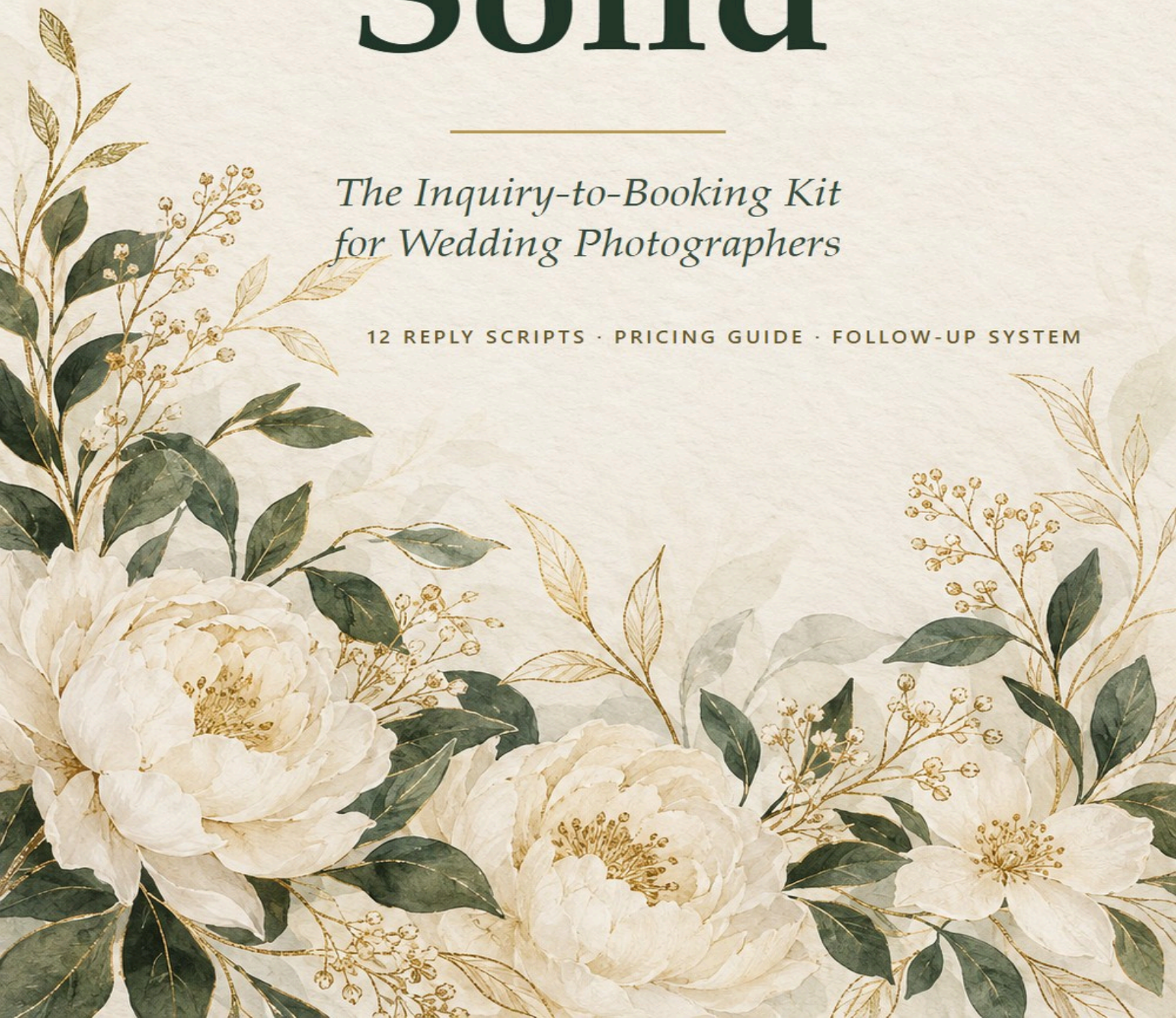
EVERAFTER STUDIO · FIELD KIT

Booked Solid

The Inquiry-to-Booking Kit for Wedding Photographers

12 REPLY SCRIPTS · PRICING GUIDE · FOLLOW-UP SYSTEM



START HERE

Reply faster. Book more.

Most wedding photographers lose bookings in the first 48 hours — not because of their work, but because the reply is slow, vague or nervous.

This kit gives you 12 ready-to-send replies, a simple pricing guide and a 7-day follow-up system. Open a script, replace the [brackets], send.

How to use it

1. Match the inquiry to a script by its situation line.
2. Replace every [bracket] with your details.
3. Send within one hour whenever you can.
4. Log the date in your follow-up tracker (page 12).

You do not need to sound like a salesperson. You need to sound like a calm professional who is easy to say yes to.



THE PATH

Five steps from inquiry to booked

Every script in this kit belongs to one of these steps. Keep this page open while you answer inquiries.

1
Reply
First answer inside 1 hour. Ask three questions.

2
Connect
Offer a 15-minute call instead of a long thread.

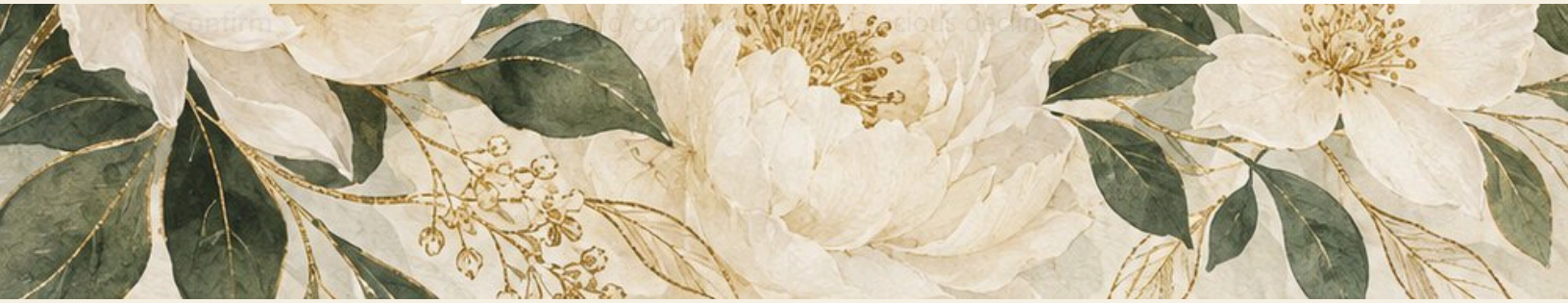
3
Recommend
Send a clear recap and one recommended collection.

4
Follow up
Day 2, day 5, day 9. Short, helpful, polite.

5
Confirm
Agreement and retainer in two simple steps.

Where each script fits

STEP	SCRIPTS
Reply	01 First reply · 02 Date available · 03 Date unavailable
Connect	06 Discovery call invite
Recommend	04 Budget concern · 05 Comparing · 11 Post-call recap
Follow up	07 Day 2 · 08 Day 5 · 09 Final nudge



SCRIPT 01 · FIRST REPLY

Send within 1 hour of the inquiry.

Hi [Name],

Thank you for reaching out — congratulations on your engagement! [Venue/City] on [Date] sounds beautiful.

I would love to hear more about your day. Could you tell me three things: how you imagine the feel of the photos, how many guests you expect, and the hours you would like covered?

If it is easier to talk, here is my calendar for a 15-minute call: [Link].

Warmly,
[Your name]

Ask 3 questions, never send prices first.

SCRIPT 02 · DATE AVAILABLE

The date is open in your calendar.

Hi [Name],

Good news — [Date] is currently open for me, and I would be honored to photograph your wedding.

I hold dates for a short time only, so if you would like me to pencil it in for 48 hours while you decide, just say the word. I have attached my guide with collections and what is included.

[Your name]

The 48-hour hold creates a gentle deadline.

SCRIPT 03 · DATE UNAVAILABLE

You are already booked on that date.

Hi [Name],

Thank you so much for thinking of me. Unfortunately I am already booked for [Date], and I hate turning down couples I would have loved to meet.

I would be glad to recommend two photographers whose work I trust: [Name A] and [Name B]. If your plans or date change, please come back to me.

Best wishes,
[Your name]

A kind referral keeps your reputation working for you.

SCRIPT 04 · BUDGET CONCERN

They say the price is higher than expected.

Hi [Name],

Thank you for being open about your budget — it helps me help you.

My collections are designed around what couples tell me matters most: [coverage hours], [second photographer], [album]. If we focus on your top two priorities, we can usually find a version that fits without losing what you love.

Shall I send you a trimmed option based on your priorities?

[Your name]

Never discount first. Offer a smaller package instead.