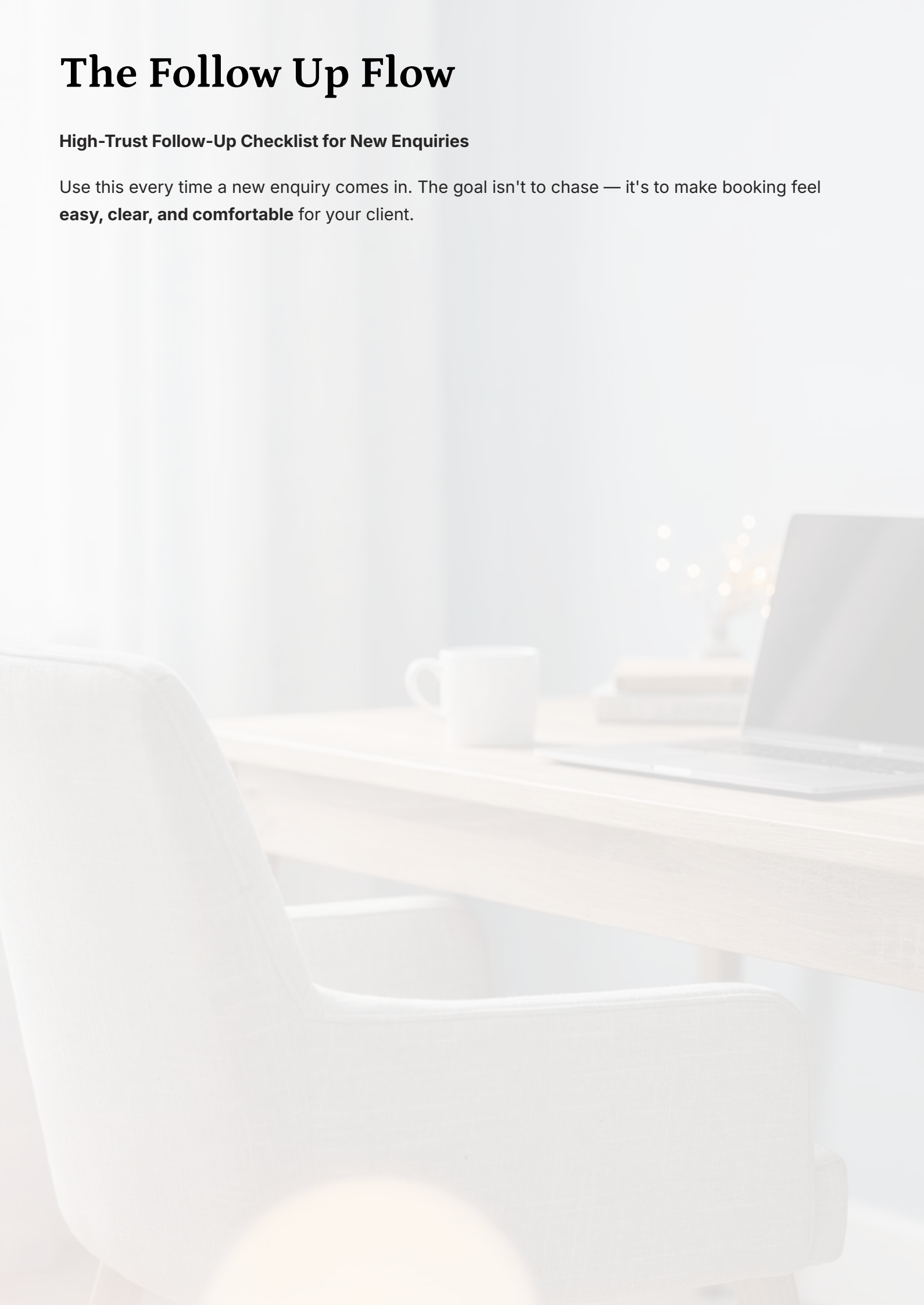


# The Follow Up Flow

## High-Trust Follow-Up Checklist for New Enquiries

Use this every time a new enquiry comes in. The goal isn't to chase — it's to make booking feel **easy, clear, and comfortable** for your client.



# The Follow-Up Flow

01

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## Send your reply email

As soon as you receive an enquiry:

- Explain what happens next
- Share how they can book
- Set expectations for timing

**Why this matters:** clarity builds confidence — and confident clients book faster.

02

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## Send a quick text right after

Immediately after sending your email, send:

"Hey [Name], just letting you know I've sent over an email reply — have a look when you get a moment!"

**Why this works:** it creates warmth + visibility without pressure.

03

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## Gentle follow-up after 48 hours

If you haven't heard back:

"Just checking in — I know inboxes can get busy, so I wanted to make sure my email didn't get lost."

**Why this works:** it removes friction and reopens the conversation naturally.

04

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## Permission-based close

If there's still no response after a few more days:

"No rush at all — just wanted to leave the door open in case you're still thinking about booking."

**Why this works:** lowering pressure increases trust.

05

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## Keep the relationship warm

Whether they book now or not:

- Add them to your follow-up list
- Stay in touch with future availability, minis, or seasonal sessions

**Why this works:** familiarity builds comfort — and comfort builds bookings.

# Bonus — When you meet someone in real life

If someone asks for your card at an event, school pickup, or coffee shop:

Instead of just handing it over, say:

"Want to swap details? That way I can send you everything properly."

Then:

- collect their name
- get their email
- follow up within 24 hours using this same flow

# Your Follow-Up Checklist

*(Print this or save it somewhere you can tick it off)*

## For every new enquiry:

- I sent a warm, clear reply email
- I included how to book + what happens next
- I sent the quick "I've emailed you" text
- I followed up after 48 hours if needed
- I sent a kind closing message if they went quiet
- I added them to my follow-up list

## For in-person connections:

- I swapped details instead of only giving my card
- I followed up within 24 hours
- I used the same calm follow-up flow

# What to do next

You don't need to overhaul your whole business today. Just choose **one small win** this week:

Set up your enquiry email template

Add your follow-up text message

Create your follow-up list

Write your response-hours line for your email footer

Then use this checklist on your very next enquiry.

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## Want more support like this?

If this flow already feels calmer than what you were doing before, you'll love what we build inside **Booked & Rebooked** — where I help photographers create systems that book clients without burnout or pressure.

**Next step:** Join *Booked & Rebooked* and start building a business that supports you back. Lets chat to see if its the right fit for you - click below to chat on Instagram.

[DM on Instagram](#)