VIP TRAINING · DAY 2 · MAKE MORE

Get More Wall Photos

The scripts, email templates, text reminders and Claude prompts to get every client sending photos of their walls before their ordering session

Sean Brown · Senior Photography Education · VIP Resource

START HERE

More Wall Photos. More Wall Art.

When families can see their portraits on their own walls, at the right size, "I'll think about it" turns into "We need that one."

90%

of my clients who upload photos of their walls buy at least one piece of wall art.

$8,281.50

was the sale from the very first client who uploaded their wall through StoryWalls (before tax).

Wall photos do three things at once. They get families thinking about wall art **before** they see their images. They let you design to scale instead of guessing sizes. And they give you a clear, confident recommendation at the ordering session.

The challenge is simply getting families to send them. This guide gives you every touchpoint, template and prompt to make it part of your process for every client.

COMING SOON FOR MASTERMIND MEMBERS

StoryWalls lets clients upload their walls directly, measures them with AI and shows your designs on their walls, even in AR. Mastermind members (VIPs) get first access as soon as we're out of beta. Start building the wall-photo habit now, and StoryWalls will plug right into it.

THE SYSTEM

Five Moments to Ask

One ask is easy to forget. Five gentle touchpoints make it part of the experience.

WHEN	WHAT YOU SEND	CHANNEL
BOOKING	**Plant the seed:** mention wall art and wall photos in your welcome and prep materials	Email / portal
SESSION DAY	**Ask in person:** a quick conversation as you wrap up the session	In person
SAME DAY	**After-session text:** thank them and send the wall photo request	Text
DAYS 1–7	**Email campaign:** a short 3-email sequence with instructions and inspiration	Email
DAY BEFORE	**Reminder text:** a final nudge the day before their ordering session	Text

How to Use This Guide

- **Templates** are ready to use. Replace anything in **[brackets]** and adjust the wording so it sounds like you.
- **Prompts** let Claude write versions in your voice, tailored to your process. Put your voice guide in a Claude Project so every prompt already knows how you sound.
- **Automate what you can.** Load the emails and texts into your CRM or client management system so they send on schedule.

WHAT CLIENTS NEED TO KNOW

How to Photograph a Wall

Clear instructions get you usable photos. Share these in every request, or link to them in your prep kit.

1. ## Choose the walls

   Living room, entryway, stairway, dining room, hallway, bedroom or office. Anywhere the eye naturally lands when you walk in.

2. ## Tape a sheet of printer paper to the wall

   A standard 8.5×11" sheet, taped flat near the center. It gives a size reference so we can calculate the wall's dimensions. (This is the same method StoryWalls uses.)

3. ## Stand straight on

   Hold the phone level and face the wall directly. Angled photos distort the measurements.

4. ## Get the whole wall

   Floor to ceiling if possible, including any furniture, like a sofa or console, that the art will hang above.

5. ## Turn on the lights

   Daylight or all room lights on, so we can see the wall color and the space clearly.

6. ## Add the measurements, if you can

   A tape measure reading of the wall's width, and the width of any furniture below, makes the design even more accurate.

PROMPT · CREATE A CLIENT-FRIENDLY INSTRUCTION SHEET

Write a short, friendly "How to Photograph Your Walls" guide for my senior portrait clients and their parents. It will go in my prep kit and be linked in emails.

Include these steps: choose the walls, tape a sheet of 8.5x11 printer paper to the wall as a size reference, stand straight on with the phone level, capture the whole wall including furniture, turn on the lights, and add a tape-measure reading if possible.

Keep it under 200 words, easy to skim on a phone, and explain in one sentence why it helps: **[we'll show their portraits on their own walls, at the right size]**.
Write in my voice: **[describe or paste a sample]**.

TOUCHPOINT 1 · AT BOOKING

Plant the Seed Early

Families who expect wall art from the start buy more. Mention it before the session ever happens.

- [ ] Add one line about wall art and wall photos to your booking confirmation email
- [ ] Include a “Your Walls” section in your client portal or prep kit
- [ ] Show real client homes with wall art on your website and social media
- [ ] Mention it at your planning consult: “Start thinking about where you’d love to see these.”

TEMPLATE · LINE FOR YOUR BOOKING CONFIRMATION

One more thing to start thinking about: where would you love to see **[Senior’s name]**’s portraits hanging at home? After your session, I’ll ask for a few photos of your favorite walls so I can show you exactly how your portraits will look in your space, at the right size.

TOUCHPOINTS 2 & 3 · SESSION DAY

Ask in Person, Then Send the Text

The end of the session is when excitement is highest. A quick conversation, followed by a text, gets the fastest response of any touchpoint.

SCRIPT · WHAT TO SAY AS YOU WRAP UP

"You were amazing today. I already know there are going to be some favorites. Before your ordering session, I'd love for you to snap a few photos of the walls at home where you might want to hang them. That way I can show you exactly how they'll look in your space. I'll text you the details tonight so you don't have to remember."

TEMPLATE · SAME-DAY TEXT (TO THE PARENT)

Hi **[Parent's name]**! Thank you for today. **[Senior's name]** was incredible and I can't wait for you to see the images! Before our ordering session on **[date]**, could you send me photos of any walls where you'd love to hang portraits? Here's how: **[link to instructions / upload]**

TEMPLATE · SAME-DAY TEXT (SHORTER)

Thank you for today, **[Name]**! ✨ Quick favor before your ordering session: send me photos of the walls where you'd love to hang your portraits. Tips + upload here: **[link]**

PROMPT · WRITE YOUR SESSION-DAY SCRIPT AND TEXT

I'm a senior portrait photographer. Write:
1. A 20-second script I can say at the end of a session asking the senior and their parent to send photos of their walls before our ordering session
2. A same-day text to the parent (under 300 characters)
3. A same-day text to the senior (under 200 characters, more casual)

Include why it helps (we'll show their portraits on their own walls, at the right size) and where to send them: **[upload link / reply to this text]**. Ordering session date: **[date]**.
Keep it warm and excited, never pushy or salesy. Write in my voice: **[describe]**.

TOUCHPOINT 4 · EMAIL CAMPAIGN

A Three-Email Wall Photo Sequence

Send these in the days after the session, and stop the sequence as soon as they send their photos.

EMAIL	WHEN	GOAL
Email 1	Day 1 after session	The main request, with clear instructions
Email 2	Day 3–4	Inspiration: show what's possible with real client walls
Email 3	Day 6–7 (or 3 days before ordering)	A friendly final reminder with a deadline

EMAIL 1 · THE REQUEST

Subject: A quick favor before your ordering session

Hi **[Name]**,

Thank you again for **[yesterday / Saturday]**! **[Senior's name]** was a natural, and I'm already editing a few I think you're going to love.

Before our ordering session on **[date]**, I have one small favor: could you send me photos of the walls in your home where you might want to hang portraits?

When I can see your space, I can show you exactly how your favorite images will look on your own walls, at the right size. No guessing, no measuring later.

Here's how to take them:
- Tape a sheet of printer paper to the wall (it helps me measure)
- Stand straight on and get the whole wall, including any furniture
- Turn the lights on

Send as many walls as you like: living room, entryway, stairway, bedroom. **[Upload them here: link / Just reply to this email with your photos.]**

I can't wait to show you what we create together.

[Your name]

EMAIL 2 · INSPIRATION

Subject: Where will [Senior's name]'s portraits live?

Hi **[Name]**,

I wanted to share a little inspiration while I finish editing **[Senior's name]**'s gallery.

[Image: a real client's wall art in their home, or a wall art mockup]

This is one of my favorite ways families display their senior portraits: **[one sentence describing it, e.g., "a trio of 20x30s above the entry table, the first thing everyone sees when they walk in"]**.

The best spots are usually the ones you walk past every day: the entryway, above the sofa, the stairway. If you haven't had a chance yet, snap a quick photo of a wall or two and send it my way. I'll design something just for your space.

[Link to instructions / upload]

[Your name]

EMAIL 3 · FINAL REMINDER

Subject: Last call for wall photos (ordering is [day]!)

Hi **[Name]**,

Our ordering session is coming up on **[date]**, and I'm so excited to show you **[Senior's name]**'s images!

If you'd like to see your favorites on your own walls, please send your wall photos by **[deadline, e.g., Tuesday at noon]** so I have time to design them for your space.

Just tape a sheet of printer paper to the wall, stand straight on and snap a photo. **[Link / reply to this email]**.

See you **[date]**!
[Your name]

TOUCHPOINT 4 · EMAIL CAMPAIGN

Write Your Own Sequence With Claude

PROMPT · THREE-EMAIL SEQUENCE

I'm a high school senior portrait photographer. Write a 3-email sequence asking parents to send photos of the walls in their home before their ordering session.

Email 1 (day after session): thank them, make the request, explain why it helps, give simple instructions (tape printer paper to the wall, stand straight on, get the whole wall, lights on) and where to send them: **[upload link / reply]**
Email 2 (day 3–4): inspiration, showing how other families display senior portraits, with a placeholder for one image
Email 3 (3 days before ordering): friendly final reminder with a deadline of **[deadline]**

For each email: 3 subject line options, under 175 words, warm and excited, never pushy.
Ordering session date: **[date]**.
Write in my voice: **[describe or paste a sample]**.
Only mention products and services I actually offer: **[list]**.

PROMPT · SEASONAL EMAIL CAMPAIGN TO PAST CLIENTS

Write a short email campaign (2 emails) to past senior clients whose families haven't ordered wall art yet. The goal: invite them to send photos of their walls for a free wall art design consultation.

Include:

- A reason to reach out now: **[graduation season / holidays / new home / open house]**
- Simple instructions for photographing their walls
- What they'll get: **[a to-scale mockup of their favorite images on their wall]**
- A clear next step: **[reply with photos / book a call / link]**
- A deadline: **[date]**

Keep each email under 150 words. Warm, not salesy. Write in my voice: **[describe]**.

TOUCHPOINT 5 · DAY BEFORE

The Reminder Text

The day before the ordering session is your last chance, and one of your best. It confirms the appointment and gives them one more easy reason to send their walls tonight.

TEMPLATE · DAY-BEFORE TEXT (NO WALLS YET)

Hi **[Name]**! Can't wait to see you tomorrow at **[time]** for **[Senior's name]**'s ordering session! 📸 If you get a minute tonight, snap a photo of the walls you're thinking about (printer paper taped on, straight on) and text them here. I'll have them ready to show you on your walls!

TEMPLATE · DAY-BEFORE TEXT (WALLS RECEIVED)

Hi **[Name]**! See you tomorrow at **[time]**! I got your wall photos and I've designed a few options for your **[living room / entryway]**. I think you're going to love them! Please bring anyone who'll help decide. 😊

PROMPT · DAY-BEFORE REMINDER TEXTS

Write 3 versions of a day-before reminder text for a senior portrait ordering session:
1. For a family who hasn't sent wall photos yet: confirm the appointment and ask them to snap wall photos tonight, with quick instructions
2. For a family who already sent wall photos: build excitement about seeing their designs
3. A shorter version of #1 (under 160 characters)

Appointment: **[time, location or Zoom]**. Remind them to bring everyone who'll help decide.
Warm and excited, never pushy. Write in my voice: **[describe]**.

KEEP IT KIND

- **Make it helpful, not a requirement.** Wall photos help them see their options. They're never a condition of ordering.
- **Stop once they send them.** Remove them from the sequence right away.
- **Protect their privacy.** Photos of clients' homes are private. Never share them publicly without written permission, and delete them when you no longer need them.
- **Follow the rules for texting.** Only text clients who've given you their number for session communication.

BONUS

Use the Photos at the Ordering Session

Wall photos only pay off if you use them. Have designs ready before the family walks in.

1. ### Design 2–3 options for each wall

   One statement piece, one gallery grouping, and one “dream wall” option, sized to their space.

2. ### Show their favorite images on their wall first

   Once they choose favorites, place them on their own wall. That’s the moment it becomes real.

3. ### Recommend with confidence

   “For this wall, I’d recommend the 30×40. Anything smaller will get lost above your sofa.” Accurate sizes make confident recommendations easy.

4. ### Send the designs home

   If they need time, send the mockups so they can share them with family.

PROMPT · WALL ART SIZE RECOMMENDATIONS

I'm designing wall art for a senior portrait client. Here are their walls:
[for each wall: room, wall width and height, furniture below it and its width]

My wall art sizes: **[list sizes and styles]**

For each wall, recommend 3 options (a single statement piece, a grouping and a larger "dream wall"), with sizes and spacing. Follow common design guidelines, like art spanning about two-thirds of the furniture width below it. Explain each recommendation in one sentence I can say to the client.

KEEP SCORE

Track Your Wall Photo Rate

What gets measured gets improved. Track every client for the next season.

CLIENT	WALLS SENT?	WHICH TOUCHPOINT WORKED	BOUGHT WALL ART?	TOTAL SALE

Your Setup Checklist

- [ ] Add the wall art line to your booking confirmation
- [ ] Add “How to Photograph Your Walls” to your prep kit or portal
- [ ] Practice your session-day script
- [ ] Load the same-day text, 3-email sequence and day-before text into your CRM
- [ ] Decide where clients send photos: an upload link, email or text
- [ ] Compare average sale for clients who sent walls vs. those who didn’t, after 10 clients

Every wall photo is an invitation to design something beautiful for a family’s home. Ask every client, every time.