

1. REPLYING TO A NEW ENQUIRY

WHEN Within 24 hours of an enquiry (the faster, the better your odds).

ATTACH Creative Brief questionnaire. Rate card (optional).

SUBJECT Your [photo/video] project: next steps

Hi [first name],

Thanks for getting in touch about [project / event]. It sounds like a great fit, and I'd love to help.

To send you an accurate quote, could you fill in the short questionnaire attached? It takes about 10 minutes and covers what you need, where it'll be used and your timeline. If you'd rather talk it through, I'm free for a 15-minute call on [day] or [day].

A couple of quick questions in the meantime:

- Is [date] fixed, or is there some flexibility?
- Do you have a budget range in mind? It helps me recommend the right package.

Once I have your answers, I'll come back with ideas and a quote within [two business days].

[Your name]

[Your Studio Name] · [phone] · [website]

SHORT VERSION (WhatsApp / DM)

Hi [first name], thanks for reaching out about [project]! Could you fill in this quick questionnaire [link] so I can send an accurate quote? Or happy to jump on a 15-min call on [day]. Is [date] fixed?

Tip Answer the question they asked first, then move them to the questionnaire. Don't send prices in the first reply unless they ask. A number with no context invites comparison on price alone.

6. DELIVERING THE FILES

WHEN On delivery day.

ATTACH Download link. Final invoice (balance).

SUBJECT Your files are ready: [project name]

Hi [first name],

Your [photos / videos] are ready! You can download everything here: [download link]

What's included:

- [e.g. 1 launch film (60–90 s), 6 vertical reels, 40 edited photos]

Please download and back everything up. The link is available until [date].

If you'd like any changes, send all your feedback in one message within [7 business days]. Your package includes [one] round of revisions. After that, the files are considered approved.

The final invoice for the remaining balance of [amount] is attached, due [date].

It was a pleasure working with you, and I can't wait to see these out in the world.

[Your name]

[Your Studio Name] · [phone] · [website]

Tip Asking for all feedback in one message, within a set window, matches the review and revision terms in the contract and prevents endless drip-fed changes.

8. OVERDUE PAYMENT

WHEN First chaser 3–5 days after the due date. Final notice about 2 weeks overdue.

ATTACH The invoice.

SUBJECT Overdue: invoice [number] ([amount])

Hi [first name],

I haven't yet received payment for invoice [number] ([amount]), which was due on [date]. Could you let me know when I can expect it?

If there's a problem with the invoice or you need to split the payment, just tell me. I'm happy to find a solution.

As a reminder, under our agreement, usage of the files is licensed once payment is complete.

[Your name]

[Your Studio Name] · [phone] · [website]

Final notice (about 2 weeks overdue)

SUBJECT Final notice: invoice [number]

Hi [first name],

Invoice [number] for [amount] is now [number] days overdue, and I haven't had a reply to my earlier messages.

Please arrange payment by [date]. If it isn't received by then, I'll need to follow the steps in our agreement, which include withdrawing permission to use the delivered files.

I'd much rather settle this simply, so if something's wrong, please call me on [phone].

[Your name]

[Your Studio Name] · [phone] · [website]

Tip Stay factual and calm. Keep every message in writing. Check your contract's payment and usage clauses before quoting consequences, and take local advice before going further.