

Client Experience Checklist

Whether you're a full-time photographer running a busy studio, or a creative hoping to turn a side hustle into your dream business, this checklist will set you up for success.

Attracting Ideal Clients & Booking a Session

- Brainstorm each potential touch point you have with a client and identify how you can use that opportunity to surprise and delight them
- Customize your contact form to reflect your brand
- Set up automated emails that reply to new inquiries
- Add client testimonials to your website
- Create at least 3 pieces of content—blog posts, short guides, lists—that help your ideal client solve a specific problem (examples include “How to Display Photos in a Nursery,” “5 Fun Gifts for Your Wedding Party,” “What Every Couple Needs to Know About Choosing a Wedding Venue”)
- Implement an online client proposal process, featuring your brand
- Set up an online payment processor
- Create an invoicing process, featuring your brand and automated reminders
- Secure a professional photography contract
- Mail a thank-you card or personalized gift within 24-hours of booking

Pre-Session

- Send pre-planning questionnaire
- Create a customizable product inspiration guide, with descriptions of items you offer and why you recommend them (remember, you're the expert!)
- Set expectations for deliverables (how many photos they'll get, when they'll get them, etc.) This should also be clearly spelled out in your contract
- Schedule a time to visit the client's home for a product consultation
- Create a branded style guide for clients, including posing and attire recommendations
- Schedule viewing party or photo consultation
- Send an “excited for our collaboration” email or text 12-hours before the session
- Pack props or other key tools you'll need during the session
- Review client questionnaire one day before the session



Session

- Spend at least 5 minutes catching up before starting the session
- Drop hints about which photos will look great on their walls (“I can already tell this photo with glowing dusk light is going to look gorgeous over your fireplace!”)
- Ask how they’re feeling between each set of poses, or each setting
- Share words of affirmation – “you guys are naturals,” “the kids’ smiles are so fun!”

Post-Session

- Send viewing party or photo consultation reminder email
- Create a personalized gift (framed 5x7, matted fine art print) to give the client during the consultation
- Share teaser gallery within one week of session
- Share complete gallery within two weeks of session
- Deliver step-by-step instructions for using online galleries
- Deliver finished products personally, or with a handwritten note
- Deliver follow-up content to stay in touch (newsletter, tips for creating gallery walls at home)

Gather Testimonials

- Identify 3-5 clients you loved working with during the last 6-12 months
- Reach out to those clients and ask why they chose YOU!
- Ask them how they found you
- Ask which product matters most to them – prints, albums, canvases, framed prints?
- Request permission to use their quotes and images in your marketing materials

Have fun!

Remember that the most important part of any session is the relationships. Enjoy your craft, love your clients, and wow them with professionalism!

