



Email Templates: How to tell clients you've raised your prices.

THE BUSINESS OF PHOTOGRAPHY

ShootProof []

When a previous client inquires.

Great to hear from you, _____!

Thank you for reaching out, I'd love to work with you again.

Please note that my pricing model has changed since our last session. You can see all the details here [insert link to pricing guide].

Since the last time we worked together, I've made significant investments in new gear and professional development. While my focus has always been to provide you with the best experience, and photographs that your family will treasure for generations, you'll find that my new pricing structure more accurately reflects the value you'll receive from our time together.

When you're ready to schedule your session, please let me know, and I'll send over the contract for booking.

Looking forward to working with you again!

Talk soon,

Your Name

ShootProof []

When a client asks why your prices have increased.

Great to hear from you, _____!

Thank you for reaching out, I'd love to work with you again.

Since the last time we worked together, I've made significant investments in new gear and professional development. While my focus has always been to provide you with the best experience, and photographs that your family will treasure for generations, you'll find that my new pricing structure more accurately reflects the value you'll receive from our time together.

You can review my updated packages here [insert link to pricing guide]. Please don't hesitate to reach out if you have any questions.

When you're ready to schedule your session, please let me know, and I'll send over the contract for booking.

Looking forward to working with you again!

Talk soon,

Your Name

ShootProof []

When a previous client asks for a discount off your new pricing.

Great to hear from you, _____!

Thank you for reaching out, I'd love to work with you again.

Since the last time we worked together, I've made significant investments in new gear and professional development. While my focus has always been to provide you with the best experience, and photographs that your family will treasure for generations, you'll find that my new pricing structure more accurately reflects the value you'll receive from our time together.

I recognize that my Collection pricing is not in everyone's budget, but please understand that this pricing allows me to sustain my small business, and if I were to discount your session, it wouldn't be fair to my clients who pay full price. I'd be happy to set up a payment plan to help offset the changes in pricing. Please let me know if that would interest you!

Optional**

Returning customers are important to my business, and while I can't adjust my pricing for you, I'm happy to offer <a gift print, a digital, or something else added to the collection> to show my gratitude.

I look forward to hearing from you to select a date and time for your session!

Talk soon,

Your Name

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