



Connect with Clients Through Engaging Questionnaires

List #1: Questions that will set and clarify expectations

1. How can I reach you? (Ask for a mailing address and phone number—plus social media handles if that's your thing!)
2. Who will be participating in the session? Please share the ages of any kids!
3. Why are you having photos taken right now?
4. What are your priorities for the session?
5. What type of images are you most drawn to? For example, do you prefer more posed shots with everyone smiling and looking at the camera? Candid images? Interactive images?
6. Would you enjoy some images in black and white?
7. Will you be bringing any pets or special props to your session?
8. Where do you plan to display your images? What kind of finished product do you prefer (prints, metals, canvas, etc.)?
9. How do you prefer to be contacted? Via e-mail? Text?
10. What are your must-have photos?
11. What areas of your home will you decorate with these images?
12. Do you have a photography location picked out?
13. Do you have a Pinterest board you want to share for inspiration?
14. Do you have a list of group photos you'd like to take?

List #2: Questions to help you get to know your clients

1. Tell me about your family/children/spouse. What are some of their interests and hobbies?
2. What do you want to remember about this season in your life?
3. What is one fun fact about each member of your family?
4. What activities do you enjoy together?
5. If you could pick one word to describe yourself, what would it be?
6. Please send me a recent photo of you and your family! I love to put faces with names straight away!
7. Describe your personal style. What type of clothing do you love?

List #3: Connection questions to ask photography clients

1. How did you hear about my photography studio?
2. What social media platforms do you use the most?
3. Why did you choose me as your photographer?
4. Who should I thank for referring you to my photography business?
5. May I put you on my mailing list to receive session advice or photography tips?



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Weddings

1. How did you and your partner meet?
2. What do you and your partner like to do on weekends?
3. Do you have any hobbies you enjoy together?
4. What are you most looking forward to during your wedding?
5. Are there any very important people we want to make sure you get a photo with during your wedding?
6. Do you have any hair/makeup/videographer/other vendors booked?
7. Do you have any specific events or surprises planned that I should know about?
8. Where will you be getting ready, and at what time? When does the ceremony take place?

Newborn

1. When is your baby's due date?
2. Do you know the gender and name of your baby yet?
3. What colors would you like to incorporate into your session (this is great for posed newborn sessions as you can find colored wraps that suit your clients' style).
4. Do you have any sentimental objects you'd like to incorporate during the session?
5. Would you like any family or siblings included in the session?
6. Are there any rooms in your home you'd like to focus on during your session like your nursery, bedroom, living room, etc? (for in-home lifestyle sessions)

Seniors

1. What do you do for fun?
2. What is your favorite and least favorite thing about your appearance?
3. Use three words to describe your personality.
4. How many outfits are you hoping to wear during your session?
5. Do you play any sports or instruments?
6. Would you like to take any photos with friends or siblings?
7. What kinds of things do you NOT like when you see other senior photos?
8. What ideas do you have in mind for your session?

Headshots/Branding (Singular Person)

1. What do you do for work?
2. Are you interested in posed photos, or more genuine shots of you not looking at the camera?
3. What types of backgrounds would you like?
4. Will you be using these photos for any types of social media?
5. Please send some examples of images you like (you can find some on Pinterest).
6. Is there anything in particular you are self conscious of that you'd like me to avoid emphasizing?