

Workflow Set Up

1. I use ShootQ. I've used 17Hats and Sprout Studio. There is no PERFECT system. But definitely pick one that feels right for you.

I pay \$288 yearly and I am on the Starter Plan.

ShootQ

2. You don't need a management system but they will automate work for you. Work SMARTER not harder. How many hours is \$288 of work for you? Can you profit \$300 from one session? - there, you've paid it.

3. Alternatives - spreadsheet of clients with workflow columns.
Blackboard with active clients and workflow steps.
Daily Journaling



Maternity Workflow -AFTER BOOKING

1. Thank you for Booking - I don't call or interact with client until after booking - my Scheduling Manger handles bookings. I pay her \$150 per booking and I want to pay her well so she has incentive to do well. She goes over Pricing.
2. Verify Contract is Signed, Session Fee Paid
3. Send Email for Hair and Make-up Artists
4. Add Dates to Google Calendar, double check dates in ShootQ
 - Gown Fitting - Stylist booked
 - Maternity Shoot - HMUA booked
5. Mail "Save the Date" magnet and Welcome Packet with Pricing
6. Text client to confirm dates and introduce Studio Team
7. Send Maternity Questionnaire - automated!
8. Email to Prep for Gown Fitting
 - send inspiration to stylist
 - give ig page
 - give @editorialmaternity ig page for inspiration
9. Text confirmation of Gown Fitting
10. Gown Fitting with Stylist - I don't go to the fitting. I pay my stylist \$150 per gown fitting.
11. Get gown fitting notes from Stylist.
12. Schedule Phone call with Cydnee - first time I talk to client
13. Call client - go over pricing AGAIN. Ask client what they want from the session. What are their goals? What questions do they have? Make sure they arrive on time because of hair and make-up artist. Make sure they understand their session will be around 3 hours total and there might be a client after them. My time is valuable.
14. Send Maternity Shoot Prep Guide.
15. Text confirmation before shoot. Give them address again.
16. Have a great shoot!!





17. Email Thank you the day after the shoot - AGAIN WITH PRICING and what to expect next.

18. Schedule Portrait Reveal or online gallery. If you choose online gallery, let clients know they have 72 hours to choose their images and make payment.

19. Cull Images and Retouch 2-3 images

20. Prep for Reveal - slideshow, snacks, lighting, smells, music

21. Text Confirmation of Portrait Reveal

22. TAKE PAYMENT AT REVEAL, ask if they want to add wall art. Ask if they want to go ahead and book their milestone session while they are there.

23. Retouch images - 2 weeks TOPS

24. Deliver images to client, confirm they are satisfied!

25. Order products. Email client to confirm their items have been ordered.

26. Once products are received, email client for pick-up.

27. Send Model Release

28. Send Email to Delete Non-Purchased images

29. Send thank you and gift card

30. Clients that spend over 3k, get a gift for Mother's Day and a holiday card.