Workflow Set Up

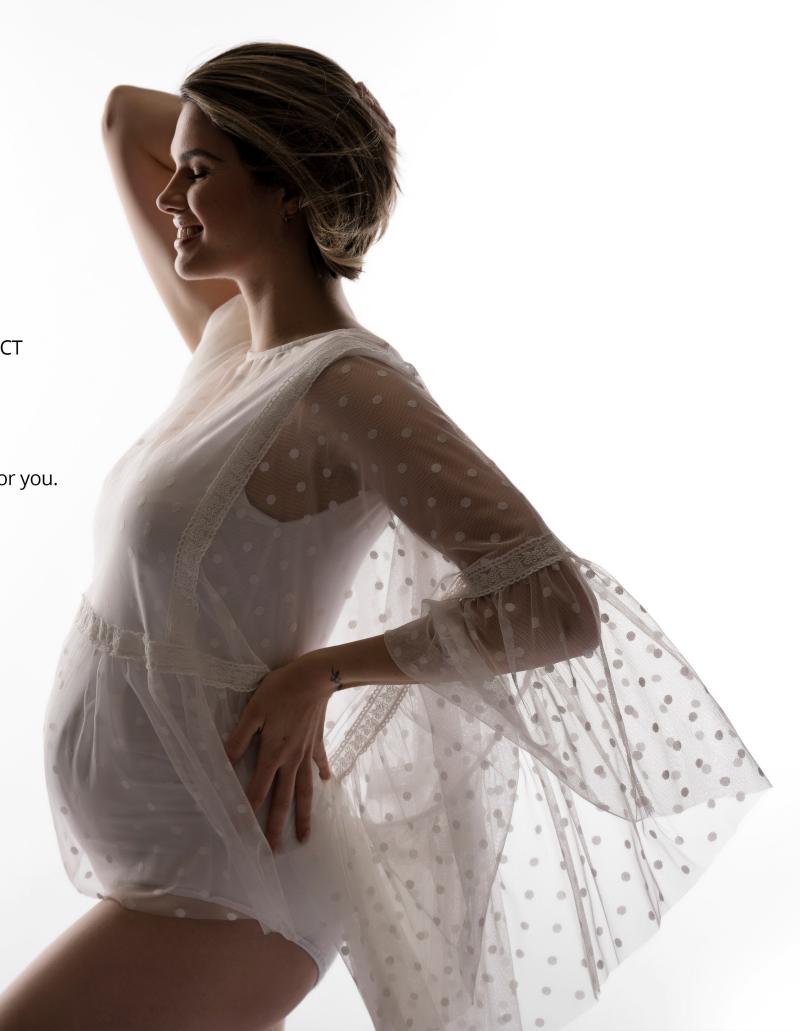
1. I use ShootQ. I've used 17Hats and Sprout Studio. There is no PERFECT system. But definitely pick one that feels right for you.

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.
- 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
- 7. Send Maternity Questionnaire automated!
- -send inspiration to stylist
- -give ig påge -give @editorialmaternity ig page for inspiration

- 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.



