Booked, Not Ghosted

The Inquiry-to-Booking System for Wedding & Elopement Photographers

THE FREE GHOSTING SEQUENCE

4 follow-up emails for when a couple goes quiet after your first reply

Free to use in your own photography business.

When a couple goes quiet

Most couples who stop replying haven't said no. They're buried in venue contracts, family opinions, and twelve open browser tabs. Silence usually means "not right now," not "not you."

These four emails follow up the way a thoughtful person would: a gentle resurfacing, something genuinely useful, an easy one-word question, and an honest check on the date. No guilt, no fake deadlines, no "just checking in" on repeat.

The timing

Email	Send	Its one job
1. Day 2	2 days after your first personal reply	Resurface your reply. Keep it short.
2. Day 4	4 days after	Be useful: share a real planning tip.
3. Day 7	7 days after	Make replying effortless (A / B / C).
4. Day 14	14 days after	Honest date check, with no fake scarcity.

Before you use them

- Replace anything in {{double_curly_braces}} with the real detail, or your CRM's smart field.
- Stop the sequence the moment the couple replies.
- Swap the Day 4 tip for advice you genuinely give. Your real experience is what makes it land.
- Never invent another couple asking about their date. Honesty is a better long-term strategy.

01 · FREE GHOSTING SEQUENCE

Ghosting follow-up — Day 2

Purpose	A short, friendly nudge in case your reply got buried. Assume good intent.
When to send	2 days after your personal reply, if they haven't responded.
Subject lines	1. Did my reply about {{wedding_date}} make it to you? 2. Quick check-in, {{partner_1}}

Hi {{partner_1}},

Just floating this back to the top of your inbox. Wedding planning inboxes get wild, and I know my last email may have landed between a venue contract and a cake tasting.

Quick recap: I'm available on {{wedding_date}}, my pricing is here ({{pricing_guide_link}}), and you can grab a time to chat whenever you're ready: {{booking_link}}

No rush at all. I just didn't want you to think I'd missed you.

{{photographer_name}}

Note: *Keep this one short. Its whole job is to resurface the first email.*

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Ghosting follow-up — Day 4 (something useful)

Purpose	Give real value instead of another "just checking in," so following up feels helpful, not pushy.
When to send	4 days after your personal reply (2 days after the Day 2 email), if there's still no response.
Subject lines	1. One thing most couples wish they'd known about their timeline 2. A quick planning tip for {{wedding_date}}

Hi {{partner_1}},

Not a sales email, I promise, just something I share with every couple I talk to, booked or not.

The most common regret I hear from couples is not about photos at all. It's that the day went by too fast and they never really saw each other. The simplest fix is to build ten quiet minutes into your timeline, just the two of you, right after the ceremony or right after dinner. No guests and no schedule. (I'll hang back with a long lens, or step away completely if you'd rather.)

If you'd like to see how I build a full wedding-day timeline, including where that little pocket of time fits, I'm happy to send my sample timeline. Just reply "timeline."

And if you're still deciding on a photographer, I'm here whenever you're ready: {{booking_link}}

{{photographer_name}}

Note: *Swap the tip for one you genuinely believe in. Your real advice is what makes this email land.*

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Ghosting follow-up — Day 7 (one easy question)

Purpose	Make replying effortless by asking a single question they can answer in one word.
When to send	7 days after your personal reply, if there's still no response.
Subject lines	1. Quick yes/no about {{wedding_date}}? 2. One-word answer is perfect, {{partner_1}}

Hi {{partner_1}},

I'll keep this one easy. Which of these is closest?

A) Still deciding, and we'd love to chat soon
B) We've booked another photographer
C) Plans are on pause for now

Just reply with A, B, or C. No explanation needed, and no hard feelings either way. It just helps me know whether to keep {{wedding_date}} in mind for you.

Thank you!
{{photographer_name}}

Note: *Lettered options get surprisingly high reply rates, because answering takes almost no effort.*

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Ghosting follow-up — Day 14 (date check)

Purpose	Give an honest update about their date, with no fake scarcity, and leave the door open.
When to send	14 days after your personal reply, if there's still no response.
Subject lines	1. Is {{wedding_date}} still on your calendar? 2. Checking on your {{wedding_date}} plans

Hi {{partner_1}},

I wanted to check in one more time about {{wedding_date}}.

To be transparent: I'm not holding your date, since dates are only reserved once a couple books. It's still open today, though, and I'd love for it to be yours if we're a good fit.
{{optional_true_calendar_note}}
(Only include something like "I've had another inquiry for that weekend" if it's true.)

If the timing isn't right, or you've gone another direction, I completely understand and I'm cheering for you either way.

Here's my calendar if you'd like to talk: {{booking_link}}

{{photographer_name}}

Note: *Never invent another couple or a deadline. Couples talk to each other, and trust is your whole business.*

Want the rest of the system?

This sequence comes from **Booked, Not Ghosted: The Inquiry-to-Booking System for Wedding & Elopement Photographers**. If it's useful, the full kit picks up where this leaves off:

- 47 editable emails, from the first inquiry to the first-anniversary note, with wedding and elopement versions where it matters
- 12 objection scripts ("too expensive," "can we get the RAW files," "our uncle is also shooting")
- An inquiry tracker spreadsheet that calculates follow-up dates and shows which lead sources actually book
- Three automation maps for HoneyBook, Dubsado, or Studio Ninja, plus four client questionnaires
- A brand-voice prompt that rewrites any email in your own voice

No pressure. These four emails are yours to keep and use either way. Wishing you a full calendar.

Sample communications, not legal advice. Edit every email to match your own policies before sending.