



Hi [insert name]!

Congratulations on your pregnancy and thank you for getting in touch! I received your inquiry for a newborn session [date requested by client]. Welcoming a new baby is such an exciting time for any family and having those first moments captured is just so important. They're only that tiny for a little while! It's great that you are searching and inquiring now, it's the perfect time as I do get booked several weeks or even months in advance! I do still have some availability around your due date, though it is limited, so we don't want to wait too long to finalize everything.

Below you will find some info you should know before booking with me:

Newborn sessions take place [business days] between the hours of [business hours] at the time of your choosing. Newborn sessions in the studio can last 2-3 hours. This is because we take breaks for diaper changes, feeding, and soothing as needed to make sure baby is comfortable. No session is ever rushed. Typical newborn sessions allow for 3-4 setups and up to [number] proof images.

My studio is equipped with everything needed for a successful newborn session including props, fabrics, outfits, and accessories; you don't need to worry about packing extra stuff in your bag.

My portrait collections begin from [\$ amount] clients typically invest between [\$\$\$] to [\$\$\$\$] on their custom portrait experience. I've attached a full pricing menu for you to see all your options. There is an initial payment of [session fee] required to book your session which can be paid online with credit or debit card. The remaining balance is due [number] days prior to the session. Once your initial payment is received, your spot will be reserved. The best time for newborn photos is between 6-18 days old. When your baby arrives, simply call or text to let me know and we will get you scheduled in the next few weeks after your delivery.

I would love the opportunity to discuss what your plans are for your photographs and help you select the best collection for your needs. I look forward to chatting some more and answering any questions you may have. Please reply to this email with [insert call to action]. I can't wait to start planning the perfect session for your little one!

Your Name

your studio | www.yoursite.com | 123-456-7890