

Bridal INQUIRY

BUSINESS OF MAKEUP®



INITIAL EMAIL

Hi (client name).

Congratulations on your engagement! I am so happy you reached out! *(If not already addressed) How did you hear about me?*

I do have your wedding date available and would be honored to be a part of your team for your special day. I just left you a voicemail, but I wanted to send you a quick email with some more details. Here is a little video about me and my makeup philosophy:



What makes me different is that *(Enter your specialty or what makes you different than other artists in the area, enter your pricing if it is specifically requested.)* * If not, I like to leave that for in the phone call so I get a better understanding of what they are looking for.

I'd love to schedule a call with you to discuss more details – (If not already addressed in the inquiry) of what you are looking for, what is the vibe or theme of your wedding, your makeup concerns because I know you have some and how many ladies (or men) need makeup for your special day!

Let me know when might be a good time in your day to chat! Looking forward to the possibility of working together!

Ashley



I want to emphasize that the point of this initial email is to let them know you got their inquiry, that you are available for their date but the end goal is to get them on the phone. Give them enough information through the email but let them know you have more questions.

Note: I am not a licensed attorney nor do I claim to be. Every State has different laws and parameters. You must consult with a licensed attorney before going into business or contracting with any client. Speak with your attorney to insure the services you offer are legal in your state and you are acting within your state or county's ordinances. This is intended for example layout purposes only and the legal content and verbiage should not be copied and pasted.

REMEMBER! Have a Licensed Attorney in your State review any and all services you offer before you contract with any client. This example is not to be misconstrued for legal advice.

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