25 E-MAIL TEMPLATES FOR WEDDING DJs

Email templates that cover all communication stages
between the wedding Dj and the couple.
25 cases covering your email conversation from the
first enquiry to your emails after the wedding and the review.

Marketing for Wedding professionals

CHRISTOS NIKAS.COM
SPEAKING. WRITING. COACHING

COPYRIGHT
DISCLAIMER

These email templates for wedding DJs have been created by Christos Kontsaloudis (www.marketingglasses.com) and Christos Nikas (www.weddingrepublic.gr). The contents contained in this pdf are copyright protected. Except with the prior written permission of the creators, no person may download, duplicate, reproduce, edit, publish, make available or disseminate through whatever means this pdf or any content contained in whole or in part.

What is it **included**

STAGE 1 | FIRST ENQUIRY

01 | Answering a request from your contact form
02 | Answering a request not via your contact form
03 | First email after a phone call from them
04 | First email after a phone call from them asking for pricing information
05 | Answering their first email focusing on pricing info 1
06 | Answering their first email focusing on pricing info 2
07 | Answering an email when we are not available for their wedding

STAGE 2 | QUOTATIONS - MEETING - REFFERALS

08 | Sending a specific proposal after they answer our first email
09 | Sending a specific proposal after a phone enquiry
10 | Confirming the meeting / Help
11 | Sending quotation (one proposal) after the meeting
12 | Sending quotation (more than one proposals) after the meeting
13 | Email with refferals to other Djs

STAGE 3 | FOLLOW UP - FINAL ANSWERS - PLANNING

14 | Following up our emails
15 | Following up our quotation
16 | Last follow up
17 | Sending our service agreement after they have said “YES”
18 | Answering their negative responce
19 | Email we send after they have sent us the signed service agreement
20 | Email with music form

STAGE 4 | FEED BACK

21 | Email to get feedback after the wedding
22 | E-mail after positive feedback. Ask for the review
23 | Following up our review request
24 | E-mail after a negative feedback (not our fault)
25 | E-mail after a negative feedback (our fault)

01 ANSWERING A REQUEST FROM YOUR CONTACT FORM

ABOUT THIS TEMPLATE

This is the email we send as the first reply to a request we have received through our contact form.
GOAL:
Our goal is to introduce ourselves, start a personal relationship with the couple and guide it to tell us more about their wedding casually, so we can begin developing the right chemistry but also avoid couples we don't fit well (Style, budget, etc)

02 ANSWERING A REQUEST NOT VIA YOUR CONTACT FORM

ABOUT THIS TEMPLATE

This is the email we send as the first reply to a request we have received in our inbox (not via our contact form).
GOAL:
Our goal is to introduce ourselves, start a personal relationship with the couple and guide it to tell us more about their wedding casually so we can begin developing the right chemistry. We also want avoid couples we don't fit well (Style, budget, etc.)

03 FIRST EMAIL AFTER A PHONE CALL FROM THEM

ABOUT THIS TEMPLATE

This is the email we send, as a first reply after they have called us.
During this call, we have learned and kept notes about all the information needed about their wedding (location, guests number, style, needs, preferences, etc). We want to continue the personal relationship we have started on the phone and send specific and relative information.
GOAL:
Our goal is to meet with them.

04 FIRST EMAIL AFTER A PHONE CALL WHERE THEY ASKED FOR PRICING INFORMATION

ABOUT THIS TEMPLATE

This is the email we send, as a first reply after they have called us asking for pricing informationDuring this call, we have learned and kept notes about all the information needed about their wedding (location, guests number, style, needs, preferences, etc). We want to continue the personal relationship we have started on the phone and provide specific & relative information.
GOAL: Our goal is to meet with them after we give away a rough estimated price to avoid meeting with a couple that is looking at a completely different budget level.

05 ANSWERING AN EMAIL ASKING FOR PRICING INFO 1

ABOUT THIS TEMPLATE

This is the email we send, responding to a request we receive where the couple focuses on pricing information. We want to introduce ourselves and start a personal relationship with the couple and provide pricing information.
GOAL:
Our goal is to get more information allowing us to design a customized service proposal for them. Providing pricing information we are avoiding meeting with a couple that is interested in a completely different budget level (much lower). We also want to get the couple to visit our website and get a more complete idea of our business.

06 ANSWERING AN EMAIL ASKING FOR PRICING INFO 2

ABOUT THIS TEMPLATE

This is the email we send responding to a request we receive where the prospect focuses on pricing information. We to introduce ourselves and start a personal relationship with the couple and provide pricing information.
GOAL:
Our goal is to meet with them after we give away a rough estimated price to avoid meeting with a couple that is looking at a completely different budget level.

07 ANSWERING AN EMAIL WHEN WE HAVE NO AVAILABILITY

ABOUT THIS TEMPLATE

This is the email we send to an inquiry when we are not available for this particular date.
GOAL:
We want to be willing to help and leave an excellent impression so they may recommend us elsewhere.

08 SENDING A SPECIFIC PROPOSAL AFTER THEY ANSWER OUR FIRST EMAIL

ABOUT THIS TEMPLATE

This is the email we send after they get back to us (email #1 or #2)We want to build trust by ensuring them we can deliver the outcome they want. We can do this by showcasing weddings similar to their own.

GOAL:
Our goal is A) Meet with just the couples that are genuinely interested in our services **OR** B) Seal the deal and reserve the date.

09 SENDING A SPECIFIC PROPOSAL AFTER A PHONE ENQUIRY

ABOUT THIS TEMPLATE

This is the email we send to the couple we have spoken on the phone. We want to continue and strengthen our relationship and send our proposal.
GOAL:
Our goal is A) Meet with just the couples that are genuinely interested in our services **OR** B) Seal the deal and reserve the date.

10 CONFIRMING THE MEETING / HELP

ABOUT THIS TEMPLATE

This is the email we send to the couple after we have confirmed the meeting.
GOAL:
Our goal here is to make it easy for them to find us.

11 SENDING QUOTATION (ONE PROPOSAL) AFTER THE MEETING

ABOUT THIS TEMPLATE

This is the email we send to the couple right after our meeting, where we have written down in details all the things our clients need & want. Now we can prepare a specific proposal/quotation based on this information.

12 SENDING QUOTATION (MORE THAN ONE PROPOSALS) AFTER THE MEETING

ABOUT THIS TEMPLATE

This is the email we send to the couple right after our meeting, where we have written down in details all the things our clients need & want. Now we can prepare a couple of proposals/quotations based on this information.

13 EMAIL WITH REFFERALS TO OTHER DJS

ABOUT THIS TEMPLATE

This is the email we send after the couple answers our email #7 (no availability - suggest other DJ).
GOAL:
Our goal is to refer them to other talented DJs.

14 FOLLOWING UP OUR EMAILS

ABOUT THIS TEMPLATE

This is the first follow up we send to the couple if we get no response from them. We can send it three days after our initial message.
GOAL:
Our goal is to make sure they have read our previous emails and to show that we care.

15 FOLLOWING UP OUR QUOTATION

ABOUT THIS TEMPLATE

This is the email we send to the couple if they don't respond to our pricing/quotation mail. We can send it a week after our initial email.
GOAL:
Our goal is to remind them that we care and that we are still in the game.

16 LAST FOLLOW UP

ABOUT THIS TEMPLATE

This is the email we send the couple if they don't respond to our previous follow-ups.We can send it ten days after our last follow up.
GOAL
Our goal is not to look desperate but get a clear and final answer.

17 SENDING OUR SERVICE AGREEMENT AFTER THEY HAVE SAID “YES”

ABOUT THIS TEMPLATE

This is the email we send to the couple after they say we want to move forward and reserve our services. We send our Service Agreement trying to enhance the trust we have built.

18 ANSWERING THEIR NEGATIVE RESPONCE

ABOUT THIS TEMPLATE

This is the email we send to the couple after they told us that they have decided not to work with us.
GOAL:
Even in this case, we want to be professionals, make a great impression and try to get future referrals, even if they haven't chosen us now.

19 EMAIL WE SENT AFTER THEY HAVE SENT US THE SERVICE AGREEMENT

ABOUT THIS TEMPLATE

This is the email we send after the couple has sent us the signed service agreement and have deposited our date reservation fee.
GOAL
Our goal is to thank them and get all the event's details.

20 EMAIL WITH MUSIC FORM

ABOUT THIS TEMPLATE

This is the email we send to couple after they have sent us their info.
GOAL:
Our goal is to write down their music preferences for their ceremony, cocktail, dinner and after party.

21 EMAIL TO GET FEEDBACK AFTER THE WEDDING

ABOUT THIS TEMPLATE

This is the email we send to the couple after the wedding. We should send it 7-10 days after the big night so that they have returned from their honeymoon.
GOAL
Our goal is to get feedback for our services before getting a review.

22 EMAIL AFTER A POSITIVE FEEDBACK ASK FOR THE REVIEW

ABOUT THIS TEMPLATE

This is the email we send to the couple after their positive feedback.
GOAL:
Our goal is to ask them to review our services

23 FOLLOW UP TO GET THE REVIEW

ABOUT THIS TEMPLATE

This is the email we send to the couple to remind them to review us (2-3 weeks after our initial request)
GOAL
Our goal is to remind them to review us without pressuring them.

24 EMAIL AFTER A NEGATIVE FEEDCAK -NOT OUR FAULT-

ABOUT THIS TEMPLATE

This is the email we send after getting negative feedback about something that wasn't our fault.
GOAL
Our goal is to show the couple that we care, even if it wasn't our fault, and that we are willing to help to solve the problem so that we can restore their trust and favorable opinion for us.

25 EMAIL AFTER A NEGATIVE FEEDCAK -OUR FAULT-

ABOUT THIS TEMPLATE

This is the email we send after getting negative feedback about something that was our fault.
GOAL
Our goal is ignoledge the problem, show the couple that we care and that we are willing to make things right, so that we can restore their trust and favorable opinion for us.

---

plus...

Useful and practical tips from Christos Kontsaloudis & Christos Nikas that will help you take full advantage of those templates.