



# **4** E-MAIL TEMPLATES FOR **WEDDING DJs**

## **STAGE 1 : FIRST INQUIRY**

# COPYRIGHT **DISCLAIMER**

---

These email templates for wedding DJs have been created by Christos Kontsaloudis ([www.marketingglasses.com](http://www.marketingglasses.com)) and Christos Nikas ([www.weddingrepublic.gr](http://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 **included**

Fast and effective written communication is very important for all wedding professionals, DJ's included. Managing expectations, response speed, and upsell ability are crucial elements that can lead you to success. This package includes 4 of the 25 ready-made e-mail (templates) for DJs, from the first contact with a couple, to post-wedding communication.

The e-mail templates for wedding DJs have been created by Christos Kotsaloudis and Christos Nikas.

## **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

# 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 information. 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 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.