

EMAIL 1

Hello!

I hope you're well!

I wanted to get in touch to let you know I'm now working with a new fine art album supplier. The albums are just beautiful & I wanted to give you the opportunity to **[get one filled with the gorgeous images from your shoot/wedding last year] / [add one to your photography package]**.

Each album is handcrafted in Yorkshire, using the highest quality, archival materials. Your images will last for generations to come, with no fading or yellowing over time - unlike high-street printing.

Add an introductory discount with a deadline or time-sensitive motivation to encourage orders here, e.g. 10% discount, £50 off, extra spreads, or free leather upgrade, order by the end of February to receive your album by the end of March etc...

I've attached the brochure of options for you to see to this email. If you have any questions or would like to talk through things further just let me know!

Best wishes,

EMAIL 1 + DESIGN LINK

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I've attached the brochure of options for you to see to this email & I couldn't help but make a pre-design for you as I love your images so much! Here's the link for you to view: **LINK TO PRE-DESIGN.**

If you have any questions or would like to talk through things further just let me know!

Best wishes,

FOLLOW UP

Hello!

I hope you're well!

Did you manage to take a look at the album info in my last email or do you have any questions?

Reminder about chosen promotion

Don't worry if now isn't the right time, **as even once the promotion has passed** the albums will still be available to order from me.

I look forward to hearing from you soon!

Best wishes,