

WHAT TO INCLUDE IN YOUR CLIENT MAGAZINE CHECKLIST

- WELCOME & ABOUT ME
- HOW TO BOOK A SESSION
- HOW TO PAY (SESSION FEES/RETAINERS/ETC)
- ON LOCATION, IN STUDIO, OR BOTH? INFORM THEM OF THIS PROCESS
- POLICIES (PAYMENTS, RESCHEDULING, ORDERING, RETURNS, ETC)
- EXPLAIN THE DAY OF THE SESSION
- HOW YOU DELIVER THE PHOTOS (ONLINE GALLERY/DISC/IN PERSON SALES SESSION)
- HOW YOUR IN PERSON SALES SESSION PROCESS WORKS
- WHAT TO WEAR SUGGESTIONS
- COLLECTION PRICING (OPTIONAL)
- ALA CARTE PRICING (OPTIONAL)

OTHER IDEAS TO PERSONALIZE YOUR MAGAZINE TO SUIT YOUR BRAND

- _____
- _____
- _____

REMEMBER TO WRITE YOUR OWN COPY, THERE ARE MANY RESOURCES
AVAILABLE THAT CONTAIN PROFESSIONAL WRITTEN COPY FOR YOU TO USE.
JUST DON'T STEAL SOMEONE ELSE'S.