



The 5-Minute Inquiry Fix

Turn Inquiries
Into Bookings - Fast

The Photo Framework
Helping photographers build
businesses that book

hello@floformastudio.com
@thephoto.framework

Why most inquiries don't book.

If you're getting inquiries... but they keep ghosting you after your reply — this is why.

This is not a talent problem. It's also not a pricing problem.

*It's a **response system** problem.*

Most photographers lose clients because their inquiry reply:

- *feels uncertain*
- *gives too much information*
- *doesn't guide the decision*

The good news?

This is one of the easiest fixes in your business.

THE 3 INQUIRY KILLERS

#1 You send a friendly reply... and then wait — and they never respond.

Clients are looking for direction — not options.

If you sound unsure, they hesitate.

#2 You send a friendly reply... and then wait — and they never respond.

Details overwhelm decision-making.

Clarity converts better than explanation.

#3 You send pricing, packages, and details... and they disappear.

If the next step isn't obvious, clients stall.

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INSTRUCTIONS:

Pull up your last inquiry reply and answer these honestly:

Did I clearly lead the conversation?

☐ YES ☐ NO

Did I save details for a personalized conversation, not the inbox?

☐ YES ☐ NO

Did I clearly guide the next step?

☐ YES ☐ NO

If you answered “no” to even one — you might have a broken **Booking System**.

Fixing one message won’t solve the entire problem. This is what we focus on inside

The Photo Framework

Rewrite your last inquiry reply using this structure:

1. Acknowledge
2. Lead
3. Direct next step

Example:

“Based on what you shared, this sounds like [X] — I’d love to help with that.

The next step is a quick 10-minute call so I can recommend the best option for you.

I’ll send over two time options.”

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First Inquiry Response (General Use)

Use when: A client fills out your contact form or sends a DM inquiry.

Subject (if email): Thanks so much for reaching out!

Script:

Hi {{Client Name}},

Thanks so much for reaching out! I'm so glad you connected with my work. Based on what you shared, it sounds like you're looking for {{type of session/event}}, and I'd love to help with that.

The next step is a quick 10-minute call so I can recommend the best option for you.

I'll send over two time options — you can choose what works best.

— {{Your Name}}

Price-Sensitive Inquiry (When They Ask “How Much?”)

Use when: The inquiry jumps straight to pricing.

Script:

Hi {{Client Name}},

Great question! My pricing depends on what you're looking to create and the experience you want from the session.

The easiest way to make sure I give you accurate options is with a quick 10-minute call. That way, I can recommend the best fit instead of sending you generic numbers.

I'll send over two time options — talk soon!

— {{Your Name}}

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Wedding / High-Intent Inquiry

Use when: Couples or clients are clearly interested and detailed.

Script:

Hi {{Client Name}},

Thank you so much for reaching out and sharing all those details — your plans sound amazing.

I'd love to hear a little more about your vision and what matters most to you for your day. The next step is a quick consultation call so we can walk through everything and see if we're a perfect fit.

I'll send over two time options shortly.

— {{Your Name}}

Mini Session or Short Session Inquiry

Use when: Clients want something quick or low-commitment.

Script:

Hi {{Client Name}},

Thanks so much for reaching out! I offer a few options depending on what you're hoping to get out of the session.

The best way to make this easy is a quick call so I can recommend the right option for you. It'll only take about 10 minutes.

I'll send over a couple of time options shortly!

— {{Your Name}}

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DM Inquiry (Instagram / Social Media)

Use when: Someone replies to a story or sends a casual DM.

Script:

Hey {{Name}}! Thanks so much for reaching out — I'm glad you liked that post.

I'd love to learn a bit more about what you're looking for. The easiest next step is a quick 10-minute call so I can point you in the right direction.

Want me to send you a couple time options?

BEFORE

"Hi! Thanks for reaching out, here are my packages and pricing..."

(client disappears)

AFTER

"Based on what you shared... the next step is..."

(client books call)

The 5-Minute Inquiry Fix

This is one piece of your booking system

What you just adjusted in your inquiry reply might feel small — but it's one of the biggest shifts you can make in your business.

Because bookings don't come from one message.

They come from everything working together.

From how you think about your business...

to who you're speaking to...

to the way your portfolio attracts people before they even reach out...

to how your offer is structured and priced...

to how you show up online...

and how you guide someone from that first message all the way through to booking.

This is just one part of that process.

And when this piece improves, your inquiries start to feel easier to handle.

When the full system is in place, your business starts to feel easier to run.

Inside **The Photo Framework**, we build that system step by step — so instead of guessing what to say or do next, everything starts working together.

If this shift already made you think differently about your inquiries, that's exactly where it starts.

[WATCH VIDEO](#)