

Booking & Enquiry Management

Photography & Videography

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a booking and enquiry-management system — capturing enquiries (Instagram DM, WhatsApp, calls, listings), quick response, a booking calendar to avoid date-clashes, and follow-up — so no enquiry is lost and dates are managed. Use it to organise bookings. For conversion use the Enquiry-to-Booking Conversion (via marketing).

Purpose of this tool & output

Capture and convert every enquiry

How the output is used

Use it to capture and convert every enquiry — a booking and enquiry management system that stops leads slipping through.

Important cautions

Respond fast and well (couples book whoever engages best first) and manage a shared date-calendar to avoid clashes; collect an advance to confirm a date — a verbal hold you lose to a paying client causes disputes.

Companion documents

- Client Onboarding & Brief
- Client Consultation & Expectation Setting
- CRM & Follow-Up System
- Client Communication Plan
- Cancellation & Rescheduling Policy
- Referral & Testimonial Capture

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.