

Client Communication Plan

Photography & Videography

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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 client communication plan — from booking through shoot to delivery, with pre-event confirmations, post-shoot updates, editing-progress and delivery communication — so clients feel cared for and where-are-my-photos anxiety (a top complaint) is avoided. Use it to set communication standards. For delivery use the Delivery & Handover Process (via post-production).

Purpose of this tool & output

Keep clients informed and reassured

How the output is used

Use it to keep clients informed and reassured — a client communication plan across booking, shoot and delivery stages.

Important cautions

Communicate proactively during the long editing wait and send an early sneak-peek/teaser — the top post-shoot complaint is silence and where-are-my-photos anxiety; a few reassuring updates prevent bad reviews and build referrals.

Companion documents

- Booking & Enquiry Management
- Client Onboarding & Brief
- Client Consultation & Expectation Setting
- CRM & Follow-Up System
- 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.