

Client Consultation & Expectation Setting

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

Builds a consultation and expectation-setting approach — understanding the client vision, honestly setting expectations (deliverables, style, delivery timeline, what is and is not possible), and building trust — so the client is delighted and disputes are avoided. Use it to run consultations. For onboarding use the Client Onboarding & Brief tool.

Purpose of this tool & output

Set clear expectations to avoid disappointment

How the output is used

Use it to set clear expectations to avoid disappointment — a client consultation and expectation-setting guide before the shoot.

Important cautions

Set realistic expectations upfront (delivery timeline, your editing style, what is achievable) — the gap between Pinterest expectations and reality causes most photography disappointment; honesty and rapport in the consultation prevent it.

Companion documents

- Booking & Enquiry Management
- Client Onboarding & Brief
- 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.