**LETTER/EMAIL TEMPLATE TO SEND TO ONE OF YOUR CLIENTS**

Dear CLIENT NAME (e.g Dear Carol),

I’m FIRST AND LAST NAME and I’m glad to have taken part in EVENT NAME (e.g your wedding, your anniversary) as your trusted photographer.

I know you’ve received and appreciated my work in digital format and I’m honored.

In these particular days I had time to think about the real important things in life: people, happy memories, the ones that will remain forever in our hearts to be shared with our loved ones.

Printing some of these happy memories on high-quality albums or on design panels and frames is important. It helps us remember and celebrate our lives, our families, all those moments that we want to relive together and pass on over time to our families and friends.

So I wanted to do something nice by offering you a special deal to print an album with the photos you’d like to send me or with a selection of the images of your EVENT NAME that I still have in my database.

You can also choose a single image that you’re particularly fond of and get a wall frame to hang in your house at a very affordable price.

If you decide to order an album or a frame I’ll be glad to apply XX% discount (e.g 20%) to the regular price, if you order both I’ll apply XX% discount (e.g 30%).

If you decide to order 3 albums (a main one and two smaller duplicates), the smaller ones are free of charge.

(THESE ARE ONLY PROMO SUGGESTIONS, IT’S UP TO YOU)

This promotion is valid until DATE (e.g 4/15/2020) and to avail of the offer you just need to answer this email or contact me by phone at the following number (e.g (425) 555-1212).

I’m delighted to have captured your best memories and confident about the future.

Thank you for your kind attention.

Warm regards,

FIRST AND LAST NAME