

Photography Client Booking Template

A practical PDF for collecting client details, session goals, deliverables, usage, payment status, prep notes, and delivery expectations before a paid shoot.

VT Photo Workplace | vphotoworkplace.com/guides/photography-client-booking-template-pdf

BOOKING RULE

Do not hold a date on assumptions. Confirm the brief, deliverables, usage, payment status, cancellation terms, and next step in writing.

1. Client inquiry form

Client name		Email / phone	
Shoot type		Preferred date	
Backup date		Location / studio	
Budget range		Approval owner	
Referral source		Urgency / deadline	

2. Inquiry triage

Question	Why it matters	Status
What is the purpose of the shoot?	Controls creative direction, pricing, and usage.	[]
What final files are needed?	Prevents unclear deliverables.	[]
Where will images be used?	Defines usage, crops, licensing, and retouching.	[]
Who approves the images?	Avoids feedback from too many decision makers.	[]
What is the budget and deadline?	Helps decide fit before quoting.	[]

3. Session brief

Shoot goal		Audience	
Mood / style		Must-have shots	
Wardrobe / styling		Props / products	
Background		Lighting look	
Accessibility needs		Special constraints	

4. Deliverables and usage

Deliverable	Client need	Done
Final image count	Number of retouched finals and proofing options.	[]
Crops	Square, vertical, horizontal, banner, profile, print.	[]
Usage	Personal, website, social, ads, press, internal, commercial.	[]
Retouching	Skin, product, background, wardrobe, color, advanced edits.	[]
Deadline	Proofs, revisions, final files, archive timeline.	[]
Delivery method	Gallery, download link, drive folder, print handoff.	[]

5. Booking confirmation checklist

<input type="checkbox"/>	Scope, date, time, location, final deliverables, usage, deadline, and approval owner are confirmed.
<input type="checkbox"/>	Price, deposit, balance due, invoice details, tax, payment method, and due dates are confirmed.
<input type="checkbox"/>	Contract, model release, property release, usage terms, cancellation, rescheduling, and overtime terms are sent.
<input type="checkbox"/>	Studio booking, permit, parking, load-in, travel, styling, props, makeup, and assistant needs are assigned.
<input type="checkbox"/>	Client knows what is included, what costs extra, how proofing works, and how revisions are handled.
<input type="checkbox"/>	Final confirmation email includes date, time, address, prep instructions, balance due, and next step.

6. Client prep message

Topic	Include in prep message	
Arrival	Address, parking, access, call time, contact number.	<input type="checkbox"/>
Wardrobe	Outfit count, colors, fit, backup options, lint control.	<input type="checkbox"/>
Grooming	Hair, makeup, nails, shaving, skin prep, touch-up items.	<input type="checkbox"/>
Props	Products, personal items, brand materials, packaging.	<input type="checkbox"/>
Session flow	Approximate timeline, review points, breaks, wrap.	<input type="checkbox"/>
Files	Proofing timeline, retouching notes, final delivery method.	<input type="checkbox"/>

7. Payment and policy tracker

Item	Detail	Done
Quote sent	Package, add-ons, usage, travel, studio fee, tax.	<input type="checkbox"/>
Deposit paid	Amount, date, payment method, receipt.	<input type="checkbox"/>
Balance due	Amount, due date, late fee or hold terms.	<input type="checkbox"/>
Contract signed	Scope, usage, cancellation, reschedule, liability.	<input type="checkbox"/>
Invoice closed	Paid in full, payment recorded, receipt sent.	<input type="checkbox"/>

8. Post-session delivery tracker

<input type="checkbox"/>	Back up originals, selects, client notes, contracts, invoices, and releases in the project folder.
<input type="checkbox"/>	Send proofing gallery or contact sheet with clear selection instructions and deadline.
<input type="checkbox"/>	Track selected images, retouching notes, revisions, exports, file names, and crop formats.
<input type="checkbox"/>	Deliver final files with usage reminders, archive timeline, print notes, and next-step owner.
<input type="checkbox"/>	Follow up for testimonial, referral, portfolio permission, or next booking only after delivery is complete.

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