

## Using Templates to Save Time

Most photographers would rather spend more time shooting and less time bogged down in the tedious tasks of running a business. Creating invoices, signing contracts, collecting payments, and corresponding with clients may not sound glamorous but they are all necessary elements of running a successful studio. A good business management program will help you stay on top of these things. And a great one will save you time in the process.

One way ShootQ will help you save time is through email and contract templates. You may find in your own studio that you send out the same email over and over again to different clients - like a pricing brochure or instructions on what clients should wear to their shoot. Instead of typing this email out every time, templated emails will automatically populate with information from the client or job file.

The same is true for contracts. Usually the terms and conditions do not change from job to job. Only the details about the client and the event will need to be modified. With templated contracts, you won't even have to make those adjustments. ShootQ will do it for you!

This is because ShootQ templates contain variables which are basically placeholders of client or event data. When the contract or email is sent to the client, the variables will automatically populate with specific information related to the client or job.

There are all kinds of variables in ShootQ including the client's name, package price and description, payment schedule, event date, and many, many more.

Variables are the heart and soul of templates and they give templates their power. You can create the email or contract template once and then use it again and again without having to modify it for every client. Clearly, that saves time.

Creating templates in ShootQ is easy. Let's take a look.

### **Email Templates**

ShootQ provides you with email templates that are already created for just about any situation. You can either customize these templates or create your own. To build a new one, just follow these steps.

1. Navigate to Settings > Templates > Emails
2. Click the "plus" icon to create a new blank template and give the template a name so that your studio can identify it. Clients will not see the template name.
3. Next, add a subject line and text to the body of the email.

- To insert variables, position your cursor where you want the variable to appear and then double-click on it in the variable drop down menu in the toolbar. The variable will be inserted into the email.
- If necessary, format the email and add images, links, or attachments.

© Pricing Guide  Send Me a Copy

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Starlight Pricing Brochure

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Hi Main Contact First Name.

Thank you for your interest in our services. We are available for your Main Event Type on Main Event Start Date. Our pricing brochure is attached. It lists all of our available packages. We can also customize packages to fit your needs as well. If you have any questions, just let us know. We look forward to working with you. To view more of our recent work please view our [BLOG](#).

Thanks!

Geoffrey Dunn  
Starlight Studios

**ATTACHED**

Starlight Pricing Brochure.pdf: 144.88 KB

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**Save**   Formats ▾   A ▾   A ▾   B   I       14pt       **ADD ATTACHMENTS**   Variables ▾   @

Once your template is saved you can easily select it when emailing a client from their contact profile or job. The variables will pre-populate with the client's specific information.

Compose an Email ✕

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**Pricing Guide** ▾

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To Jane Adams ✕   Add Contact or Email   ▾

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Starlight Pricing Brochure

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Hi Jane,

Thank you for your interest in our services. We are available for your Family Portrait on Dec 16, 2017. Our pricing brochure is attached. It lists all of our available packages. We can also customize package to fit your needs as well. If you have any questions, just let us know. We look forward to working with you. To view more of our recent work please view our [BLOG](#).

Thanks!

Geoffrey Dunn

**ATTACHED**

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**Send Email**   Formats ▾   A ▾   A ▾   B   I       11pt       **ADD ATTACHMENTS**

## Contract Templates

Contract templates are created in a very similar way.

1. First navigate to Settings > Templates > Contracts
2. Click the “plus” icon to create a new blank template and give the contract a name.
3. Then copy and paste your contract terms into the blank window
4. Variables can be inserted into any part of the contract by simply positioning your cursor and double-clicking on a variable in the drop down list.
5. You can further format the contract if needed. However, signature fields are unnecessary because ShootQ will automatically create these for you.

### Starlight Studios Portrait Agreement

Client's Name: Main Contact Full Name

Client's Address: Main Contact Address

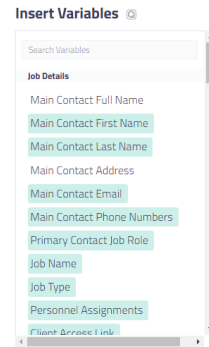
Photography Date: Main Event Start Date

Photographer's Fee: Package Price

Current Date: Current Date

#### Terms and Conditions

1. The Client shall reimburse Photographer for any additional costs the Photographer may incur for travel, meals, parking, and other reasonable costs necessary to the performance of these services.
  2. The deposit is not refundable if the Client cancels or changes the engagement. If the Photographer fails to appear at the place and time specified above, the deposit shall be refunded to the Client.
  3. Proof photographs shall be delivered to the Client on USB. The client shall provide the Photographer with a written list of the proof images from which final photographs are to be prepared, and specify the number and format(s) of the final photograph to be delivered for each proof image. See attached Price Schedule for available final photograph formats and their prices.
  4. The Client shall assist and cooperate with the Photographer in obtaining the desired photographs, including but not limited to specifying persons and/or scenes to be photographed; taking time to pose for photographs at the Photographer's direction; providing a person to guide the Photographer to desired persons and/or scenes; pre-shoot consultations, etc. The Photographer shall not be responsible for photographs not taken as a result of the Client's failure to provide reasonable assistance or cooperation.
  5. The Photographer retains copyright in the photographs, and hereby grants the Client unlimited but non-exclusive rights to use or reproduce the photographs for which the Client pays.
- Applicable Law
- This contract shall be governed by the laws of the County of Los Angeles in the State of California and any applicable Federal law.



After your template is saved you can then choose it when creating a proposal. The variable fields will automatically populate with the client's selections in the proposal - like package and add-on items - as well as the job information. All they have to do is sign it.

## Simpson Portrait

Simpson Portrait

Client's Name: Renee Simpson  
Client's Address: 2320 Wilshire Blvd, Santa Monica, CA 90403, USA  
Photography Date: Aug 08, 2018  
Photographer's Fee: \$250.00

Current Date: Nov 29, 2017

### Terms and Conditions

1. The Client shall reimburse Photographer for any additional costs the Photographer may incur for travel, meals, parking, and other reasonable costs necessary to the performance of these services.
2. The deposit is not refundable if the Client cancels or changes the engagement. If the Photographer fails to appear at the place and time specified above, the deposit shall be refunded to the Client.
3. Proof photographs shall be delivered to the Client on USB. The client shall provide the Photographer with a written list of the proof images from which final photographs are to be prepared, and specify the number and format(s) of the final photograph to be delivered for each proof image. See attached Price Schedule for available final photograph formats and their prices.
4. The Client shall assist and cooperate with the Photographer in obtaining the desired photographs, including but not limited to specifying persons and/or scenes to be photographed; taking time to pose for photographs at the Photographer's direction; providing a person to guide the Photographer to desired persons and/or scenes; pre-shoot consultations, etc. The Photographer shall not be responsible for photographs not taken as a result of the Client's failure to provide reasonable assistance or cooperation.
5. The Photographer retains copyright in the photographs, and hereby grants the Client unlimited but non-exclusive rights to use or reproduce the photographs for which the Client pays.

Applicable Law

This contract shall be governed by the laws of the County of Los Angeles in the State of California and any applicable Federal law.

*Renee Simpson*

Renee Simpson

Starlight Studios  
(Geoffrey Dunn)

- I have read and fully understand the contract presented above and by entering my full name and pressing, "Sign and Continue," I represent and warrant that I am the individual identified and I understand and agree to be bound by the legal contract set forth above.

With ShootQ's email and contract templates, no longer will you have to spend time creating or adjusting the text for these items for each client. You'll be free to re-use the templates over and over again. It's just one way that ShootQ will help streamline your business and help you stay focused on being a creative professional.