

“Oh you had a baby? Congratulations. Well let me ask you this...have you ever seen our photography before, or seen us on the news at all? (smile - listen - BUILD UP RAPPORT!)

I am just curious what do you like about our photography? _____

Thank you that is very kind of you....well let me get some information from you and we can get your baby on the schedule...is that ok?

*Name _____ Baby's **NAME** _____*

*When was **NAME** born? _____ Was **NAME** full term? Yes / No How early was **NAME** _____*

Now add 3 months from birth for girls / 3.5 months for boys Preemies add the “how early” time _____

Address _____ City _____ Zip _____

H _____ W _____ Cell phone in case of emergencies? _____

EMAIL ADDRESS? _____

Ok let's see what we have available. (HESITATE!!!) Is morning or afternoon better for you? Morning / Afternoon

“So we have you reserved for: _____ at _____ AM / PM

We are going to send you out a booklet of information. It tells you what to bring, what to wear and even has directions to the studio. When you get the booklet please read it over and if you have any questions....we don't care how dumb it is....please give us a call. That's what we are here for. If you don't get the booklet in about 4 days or so...that means it got lost in the mail so call us and we will send out another one. Remember we will be calling to confirm your appointment the day before. You must call us back and let us know you are coming as an hour of our time is reserved exclusively for you.