Client email templates for photo delivery

Short answer: keep delivery emails short, put the link near the top, and say clearly what's in the set, how long the link works and what happens next. Copy any of the four emails below, replace the [Placeholders] and send — they're written to sound like a person, not a system notification.

How to use it

1. Copy the email you need from this page or download the plain-text file.
2. Replace every [Placeholder] — search for "[" before you send to catch any you missed.
3. Send gallery and folder links, not attachments: attachments get stripped, compressed or blocked.
4. Save your edited versions as email templates or text snippets so the next delivery takes seconds.

1. Your sneak peeks are ready

Send during or straight after the shoot, with a small curated set.

Subject: Your sneak peeks are here, [Client first name]!

Hi [Client first name],

What a day! I couldn't wait to share a few favourites, so here's a first look:

[Gallery or folder link]

There are [number] photos in there for now, lightly edited so you could have them today. Your full gallery, with every image fully edited, will be ready by [date].

Feel free to share these with family and friends or post them — if you do, I'd love a tag: [your handle or website].

Enjoy the rest of [your day / the celebrations],
[Your name]
[Business name] · [Phone]

2. Live gallery link for guests

Send to the host to forward, or print the short version on a card or QR sign.

Subject: Photos from [Event name] — live as they're taken

Hi everyone,

Photos from [Event name] are going up live while the event is on. Open the gallery any time to find yourself and download your favourites:

[Live gallery link]

New photos appear throughout [the day / the evening], so check back later for more. [Password: [password] / No password needed.]

The gallery stays open until [date]. Please credit [Business name or handle] if you post them.

[Your name]
[Business name]

SHORT VERSION (card, QR sign or text message):
Photos from [Event name] are going up live! Scan or visit [short link] — new ones appear all [day/evening]. Photos by [Business name].

3. Your full gallery is delivered

Send when the edited gallery or final files are ready.

Subject: Your [wedding / event] gallery is ready to view and download

Hi [Client first name],

Your full gallery is ready:

[Gallery link]
[Password: [password]]

Inside you'll find [number] edited photos from [event / date]. To download everything, use [the download button at the top of the gallery / the Download all link]; you can also download single photos.

A few things to know:
• The gallery is online until [date] — please download a copy before then and keep it in two places.
• [Prints and albums can be ordered directly from the gallery.]
• You're welcome to share and print these for personal use. [Commercial use is covered by your licence: [licence summary].]

It was a real pleasure to photograph [event]. If you have a minute, a short review would mean a lot: [review link].

Thank you,
[Your name]
[Business name] · [Phone]

4. Editor or agency handover

Send to the editor, retoucher, agency or picture desk taking the files from here.

Subject: [Client] / [Event] — files ready for [edit / selection], due [date]

Hi [Editor or agency contact],

Files from [Event name] on [date] are ready for you:

Location: [Folder link or server path]
Contents: [number] files, [RAW + JPEG / JPEG only], from [number] camera(s)
Naming: [Prefix or convention] — [Photographer A] = [prefix], [Photographer B] = [prefix]
Already delivered: [Sneak peeks / live gallery selects] went to [client / social team] during the event

Brief:
• Deliverables: [number] edited images, [format and size], [colour space]
• Priority: [VIPs, speakers, sponsors or shots to do first]
• Style: [preset or reference link]
• Deadline: [date and time, time zone]
• Deliver to: [Folder or gallery link]

Notes: [Anything the editor should know — mixed lighting in the main hall, a camera with the wrong clock, people not to publish].

Thanks!
[Your name]
[Phone]

Tips for delivery emails

- Put the link in the first three lines — many people read on a phone and never scroll.
- Say how long the link stays live and ask clients to keep their own copy.
- Use a subject line the client will search for later: their name plus the event.
- For guests, a short link or QR code beats a long URL.
- For handovers, include the file-naming convention and anything already delivered, so nobody repeats work.

Free to use, share and adapt. Online version, plus editable files: cloudtether.app/resources/photography-client-email-templates
Made by CloudTether — tethers your camera to your iPhone, iPad or Android phone over USB or Wi-Fi and delivers every shot to your cloud storage or client gallery as you shoot.