

Client Message Templates

First inquiry response

"Hey [insert name], thank you for reaching out!

I'd be happy to assist you with a wedding cake.

Do you already have a date set, and where will the wedding be taking place?

Do you have an idea of a design? You're welcome to send me some photos to look at!"

Follow-up message (After Tasting Box)

Hi [Name],

I hope you're doing well! I just wanted to check in and see if you enjoyed your tasting box.

Did any of the flavours stand out to you for your wedding cake? I'm happy to help with recommendations if you're still deciding.

Looking forward to hearing your thoughts!

Follow-Up Message (After Sending Quote)

Hi [Name],

I hope you're doing well! I just wanted to follow up on the quote I sent through and see if you had any questions or if you'd like to move forward with securing your date.

I'd love to create your wedding cake, and I'm happy to assist with any adjustments if needed.

Looking forward to hearing from you!

Follow-Up Message (Soft Close – Encouraging Booking)

Hi [Name],

I just wanted to check in and see if you'd like to go ahead with your wedding cake booking.

Your date is currently still available, and I'd love to create something beautiful for your special day.

Once you're happy to proceed, I can send through your invoice and booking details to secure your date.

Looking forward to hearing from you!

I recommend following up:

2–3 days after sending a quote

5–7 days after sending tasting boxes

1 week after initial enquiry if no reply

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Quote ready message

“Perfect, I have all the information I need to send you a quote. I’ll get that through to you by [add a realistic timeframe here].”

Booking Confirmation Message

Hi [Name],

Thank you so much for your booking – I’m so excited to be creating your wedding cake! I’ve reserved your date for [Wedding Date] at [Venue Name], and your booking has now been confirmed.

Closer to your wedding date, I’ll be in touch to confirm your final details, including flavours, delivery time, and any final design elements.

If you have any questions in the meantime, please don’t hesitate to reach out – I’m always happy to help.

Thank you again for choosing me to be part of your special day – I’m really looking forward to creating something beautiful for you!

Warm regards,

[Your Name / Business Name]

Payment Reminder Message (Final Payment)

Hi [Name],

I hope you’re doing well and that your wedding planning is going smoothly!

This is a friendly reminder that the remaining balance for your wedding cake is due on [Due Date – 30 days before wedding].

Once the final payment has been received, your booking will be fully confirmed and I’ll begin final preparations for your cake.

Please let me know if you need me to resend the invoice or if you have any questions at all.

I’m really looking forward to creating your wedding cake for [Wedding Date]!