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Professional Marketing and Selling Techniques for Digital Wedding Photographers

By Kathleen Hawkins, Jeff Hawkins

AMHERST MEDIA, United States, 2006. Paperback. Book Condition: New. 2nd. 274 x 211 mm. Language: English . Brand New Book. Updated to include the latest digital camera models, imaging software, and current image proofing and sales techniques, this business guide teaches wedding photographers how to build a profitable business. From formulating a business plan to presenting final images to clients, the strategies presented help photographers avoid the pitfalls that ruin many wedding photography studios. Photographers learn how to define a target demographic whether that be low-volume big-budget or high-volume low-budget clients and market to those demographics in print, on the Internet, through networking, and at bridal shows. Customer service tips include how to interview clients to ensure a stress-free and enjoyable portrait experience, conduct pre-session consultations, and write a contract, as well as presentation techniques for wall-size images, coffee-table style books, and guestbooks. The featured images and drawings include a gallery of the author's wedding photographs and samples of advertising, marketing, and promotional literature.



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