



5 Ways

TO GET MORE
PHOTOGRAPHY CLIENTS

1. BUILD THAT PORTFOLIO!!

Seriously though, if you're starting out or have been in the industry for years, you should be reaching out to people who suit your vision. I have an abundance of clients and I still reach out to couples who I think would suit my vision. I also set up styled shoots with dress companies who inspire me. This was a HUGE way that I started booking so many brides, I was showcasing these stunning photos. The best part is, I'm most creative at these styled shoots because the pressure's off and I can take my time, letting the creative juices flow!

2. SET GOALS FOR YOUR BUSINESS

Think big. No. BIGGER! Let's scale this business so that you'll look back and wonder how you ever second guessed yourself in the first place! I set huge goals every year for my business and sometimes they seem unrealistic, but it's amazing what you can do when you set your mind to it! Make sure you write down these goals and tell your friend or business coach, so that someone keeps you accountable to the goals!

3. GIVE VALUE TO YOUR IDEAL CLIENT

Create blog posts + social media posts that are tailored to YOUR ideal client! This will help them discover you and your services. Find a way to get your ideal client as part of your audience by marketing directly to THEM! For example, if you are a Wedding Photographer you could offer a blog post on tips for brides the morning of their wedding OR if you're an adventure photographer, write a blog post about the most EPIC locations to have an adventure session! Maybe you are a maternity photographer, write a blog post on 3 ways to prepare for your little one! (One of the ways to prepare would be booking maternity photos, so you can cherish the moment) You get the idea! Market TO your ideal client with VALUABLE information!

4. SET UP A REFERRAL PROGRAM

A Referral Program is a HUGE way to land more leads. You are turning your clients into more clients. I make sure to thank all my clients who referred me to their family or friend for photos by sending them a gift card and a handwritten thank you card. This is creating a special bond between you and your clients, plus it's positive behaviour reinforcement. If you are doing this for your client, they are more likely to refer you again and again! It's an easy and simple way to land more clients. You might be thinking, well that's going to add up quickly if I'm handing out all these gift cards! Think BIG PICTURE. A \$25 gift card for thousands of dollars down the road, is well worth it. I've spent thousands of dollars on gift cards and seen MASSIVE return in new clients!

5. BE THE SPECIALIST IN AN AREA AND SHOWCASE THE BEST OF THE BEST WORK THAT YOU HAVE!

People want to hire someone who is the expert in a certain area. This gains trust from potential clients and they know that they are going to get the best experience possible because YOU are the EXPERT in this particular area! I already know what you're thinking. What if I want to shoot everything?!? That's fine, but I highly recommend you make separate social media accounts if you would like to specialize in a few areas. Having your NICHE is huge for landing more clients. Believe me, I used to post everything and anything I shot, I was all over the map! I couldn't believe how many clients I was booking when I switched to only sharing weddings + engagements. Suddenly, everyone was asking for my wedding packages and booking me!



LOOKING TO MAKE THE JUMP TO FULL TIME PHOTOGRAPHER?

Shoot me a message to apply for my VIP Full Time Photographer Accelerator Program!