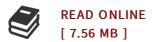




Professional Marketing and Selling Techniques for Digital Wedding Photographers

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 bigbudget or high-volume low-budget clientsand 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 presession consultations, and write a contract, as well as presentation techniques for wall-size images, coffee-tablestyle 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.



Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.

-- Felicia Nikolaus

These sorts of ebook is the ideal book offered. It can be writter in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand. -- Mr. Alejandrin Murphy PhD