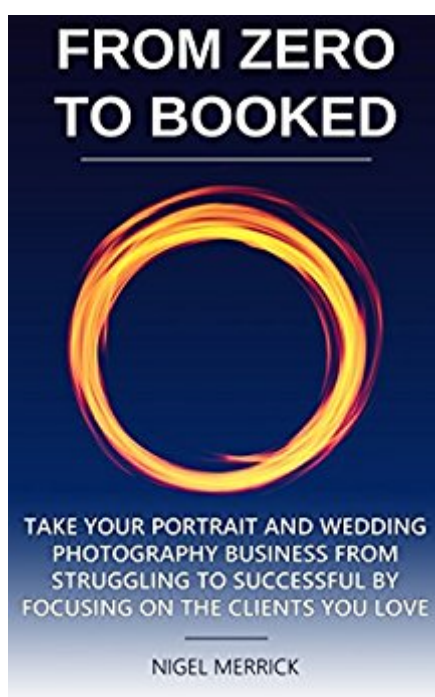


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# Zero To Booked: Take Your Portrait And Wedding Photography Business From Struggling To Successful By Focusing On The Clients You Love



## Synopsis

Are you a portrait or wedding photographer? If so, you know that getting your name out there and finding good clients is a lot more difficult than you first thought. The Internet seems perfect for marketing your photography, but most portrait and wedding photographers struggle like crazy to find enough clients, and certainly not enough to make a dependable living from their camera. Almost every photographer I talk to says the same things: \* "There are too many cheap photographers in my area who get all the work..." \* "I need to figure out how to reach more people..." \* "Writing my blog or any marketing is a real struggle for me..." \* "People don't value what I do, and I don't know how to change that..." \* "Everything I've tried so far hasn't worked..." Worse still? You know you're great at what you do, and you turn out amazing photographs for your clients every time without fail. The clients you do have love what you did for them, so why is it so hard to find more like them? You have a good website with strong galleries, and slideshows with your best images to show people what you can do. You made it easy for people to get in touch with you, but very few do. As far as you know, you've done everything right. The few people you talk with tell you they love your work, but they end up hiring someone cheaper. If any of this sounds familiar, "Zero To Booked" is for you. I show you exactly why business is so tough right now for most portrait and wedding photographers, and what you must do instead to market yourself and your amazing work to grow your business. This book was written for photographers of all levels who want to build a family of happy clients who love what they do. It's for people like you who want to grow and build a loyal clientele instead of wasting time wondering where the next client will come from. As a photography marketing coach, I've helped hundreds of professional photographers over the last 10 years. The tips and strategies in this book are distilled from thousands of hours of hands-on experience, brought together in one convenient place for the first time. If you're tired of the same old "normal" marketing and sales strategies failing day after day, you'll be thrilled to discover an entirely new, but simple, way to reach more of your ideal clients and turn them into leads and customers. As you go through the simple steps I share in this book, you'll discover: \* Why most photographers' marketing misses the target... \* How to communicate your photographer story... \* Choosing your business model... \* Crafting the client experience... \* How to identify your ideal clients... \* Turning what you know about your clients into effective marketing... \* Writing made simple for professional photographers... \* The complete Zero To Booked lead generation system... \* How to deal with email enquiries... \* The art of talking to prospects on the telephone... \* How to use in-person consultations to get paying clients... \* And a whole lot more... If you follow what you learn in this book, you'll focus less on struggling to "get your name out there", and more on creating your amazing photographs for your clients to enjoy for a

lifetime.

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