



HOW TO GET YOUR FIRST 20 WEDDINGS BOOKED?

- 5 day course for wedding photographers -

Jennifer Hejna

Hi there and welcome to this 5 day course.

In case we haven't met before I am Jennifer, a wedding photographer from Germany.

Let's dive right away into our course, because that is what we are here for right?



For a long of time I was struggling to find the next client. It was keeping me awake during the night, it kept me from enjoying my spare time. Where was the next couple to book me as their wedding photographer and why was everybody else around me booked but me? Do you know how I felt? No matter if you are a starting photographer or you are already in business for a while, right now I just want to give you a huge hug and tell you that everything is going to be alright.

This course will help you with the first steps to improve your google ranking, meet people to build your network and get the magic referral marketing started. In the jungle of things to do when you start I want to take you by the hand and help you realizing these steps. They wont make you photographer of the year but they might be the beginning of your successful career as a wedding photographer. Let's do it, let's get out of the comfort zone.

WEL
COMIE

The first step is a kind of renovation.

You have to have a great online presence before you can get started showing it to other people.

In almost every mentor session that we did and asked „Show me your portfolio“, the answer was „Oh sorry my website is not up to date and my online portfolio is just outdated“.

Did you ever think about where the couples go first before they send you an email? They go to your website and they look at your portfolio, they want to see your best and most recent work.

So step number one:

Sit down and scroll through your weddings to create the best portfolio you ever had. Update it on your website.

Step number two:

Start blogging your most recent shoots like engagement sessions, weddings and some personal posts about you and your life.

Why, you should start a blog at all when you have a beautiful portfolio?

Four reasons:

1. Couples want to see more images of one wedding day instead of just your best 40 images out of 20 weddings. Show them that your work is consistent and equally beautiful through the whole wedding day.

2. You want to show that you are in demand and that you already have clients.

3. You want to show who you are with small blogposts about yourself. Your couples want to know the person behind the camera and the more they like you and know about you before they send you an email, the more likely they are to book you for their wedding.

4. Build your SEO with the blog. This will be an extra lesson within this course but a blog with good headlines and meta data is pure gold to be found on GOOGLE.

YOUR HOMEWORK FOR TODAY

- *Update or create your portfolio with 20-40 images that reflect the kind of weddings that you want to photograph.*
- *Take a look at your blog and update it with your most recent shoots and some personal posts. You can schedule your posts so they won't go all online on one day. Use the Wordpress App Coschedule to add your posts directly to Facebook and other social media sites. If you have enough material try to post 3 posts a week. If you are just starting or not well booked than post one post a week.*

This is a big step forward to your best online presence. Your online presence is your storefront so don't underestimate the power of it.

Looking forward to see you tomorrow!!!

Hello again. I am glad you didn't stop after day one and still want to work towards your next 20 weddings.

Ok this is a huge topic. Imagine you would search a massage studio in your town, how would you do it? The best thing would be somebody refers you a massage studio but what if nobody knows one or you just want to see what the other options are? I bet 90% of you just answered that you would google it and with brides it is exactly the same. It is just the easiest thing, sometimes just for a little orientation: open google - enter: wedding photographer Amsterdam. And right there you get a choice of photographers that all offer wedding photography in Amsterdam.

Referrals are very important and we will talk about that later in this course BUT what if your bride just get's married in Amsterdam but doesn't live there and doesn't know somebody who could refer somebody? Well than you have a 99% chance that this bride will open google and just search for a wedding photographer. And as your site is now all pretty and prepped with your best images and most recent weddings she might just stop by your site and fall in love with you and your images.... IF she can find you online.

So these are just a few fundamental steps to be found on Google.

Do you use Wordpress? Install „Wordpress SEO by Yoast“. This plugin allows you to enter meta data to each individual page. You don't need to understand what that is, let's just say this is the text that google likes to read and you want to make sure it is well written for each page.

Make sure your homepage, about you page and your contact page have the following information:

- A good meta title*
- A good meta description*

Let's use the example of a wedding photographer from Amsterdam. Let's call him John Smith (makes me remember Brad Pitt from Mr. & Mrs Smith, how cool would it be if he was a wedding photographer?)

For the title use wording like: Wedding Photographer Amsterdam

And for the description for example: As a wedding photographer from Amsterdam John Smith photographs weddings in Amsterdam, Rotterdam, Den Haag and the Netherlands.

(it is important you make this a real text and not just keywords)

Use Blogstomp for your blog images (you will thank me later if you don't use it yet, it will save you hours of time) and name your images for your website:

wedding-photographer-amsterdam-vondelkerk-john-smith.jpg

You should use the city, the wedding location and your name in the jpg title.

This sounds easy doesn't it? And believe me it is so much easier than your homework on day one.

YOUR HOMEWORK FOR TODAY

- *Step one: Install SEO by Yoast if you use Wordpress*
- *Step two: add meta titles and meta description to your main sites*
- *Step three: create good jpg names for the images on your site.*

*If you have some time left today you can add an **extra task to your homework**: ad good meta title and description to each of your blogposts, update all blog images with google defined images from Blogstomp.*

DAY

TWO

Welcome back to day three! We are already *laf* way through our course: *How to get your next 20 weddings booked.* After two days behind our desk we will have to leave this comfort zone today and get some serious networking done.

Choose one photographer you want to contact first. Back when I started out there were not many other photographers around to contact so I really just contacted one. I know there are many photographer groups out on Facebook (and I am part of those too and I love them) but believe me this one contact will bring you a lot more referrals than one email where you and 20 other photographers are named as referred photographers.

But who should you contact?

- this photographer should be in your area, he (let's call him a he but don't be afraid to contact a female photographer instead)
- first and most important: from what you see on his website you should like him. This is about building a friendship and you wont want to build a relationship with somebody you don't like
- he should have at least a slightly similar style to your photography (when you just photograph with available light and a shallow depth of field you shouldn't contact the photographer who is flashing all day long photographing at F8)
- he should be in the same price range to refer each other to wedding couples (when he refers you back and you cost twice as much as him chances are small that his couples will book you)
- tell him straightforward you want to invite him for a coffee, that you like his style of photography and that you would like to meet him as you search for a photographer to refer when you are already booked.
- build a genuine relationship with him. Real friendships and relationships with other photographers will always be the best for your first year in business and for the years to come!

YOUR HOMEWORK FOR TODAY

- Step one: Choose one photographer you want to work with
- Step two: Call him, tell him you like his style and you search for a photographer to send wedding clients too when you are booked.
- Step three: Meet him, have a coffee, build a friendship and start sending each other your wedding clients when you are booked.

And never forget first give, then take and don't expect anything in return when you give. It will all work out perfectly if you are willing to help others to get wedding couples.

See you tomorrow for part four of this course.

Hello to day 4 of our online course: How to get your next 20 weddings booked.

After we already made friends with a wedding photographer in our area who is willing to share booked wedding clients with us it is now time to broaden our network. And as it was a huge step to get out of our comfort zone we just stay out of this comfy place and contact a few more people: other wedding vendors.

Other vendors are a great way to build a network and to get referred when their clients need a photographer. Don't only think about wedding venues just because they are mostly booked first in the chain of wedding planning. Think about all kinds of people that are part of a wedding. The more you give (the more you refer) the more it will come back to you. Don't underestimate the power of giving. (You never know if one time a make-up artist may refer you because they are booked before the couple has a photographer or their booked photographer cancels.)

YOUR HOMEWORK FOR TODAY

Step one: Research your area to see who would be interesting to connect with (jewellers, bridal shops, make-up artists, DJs etc.)

Step two: Make a list of people you want to contact

Step three: Contact three people to meet with. Tell them you are a new photographer, you like their work and you would love to meet them and work with them.

Build a relationship.

CONGRATULATIONS

Congratulations if you made it this far in the course you are definitely not afraid of doing the work and success will only come to those who work hard. This was the hardest part of the course, tomorrow we will be a little easier I promise. Don't miss the last part!

FOUR

*Hello back my friend. It is our last day together in our e-course: **How to get your next 20 weddings booked.***

As you did everything in the past days to have the best online appearance, to be found on Google and to build a network with photographers and other wedding vendors you shouldn't worry anymore that clients don't find you. They will find you now online and through referral of other vendors and they will inquire you for their wedding as they will fall in love with your portfolio and you. So what's now? Now it is time to create an outstanding customer experience process.

And for that we need the following things:

- a nice looking PDF pricelist to send to all couples that ask for your prices*
- a welcome package to send to those clients who just booked us (no other vendor will send something like this so your couple will be totally over the moon after booking you and start referring you to their friends)*
- prewritten email templates so you write good, informative and professional email replies to the standard questions of your clients and couples inquiring you*
- a present to send right before the wedding (again no other vendor will send something like this so your couple will be so happy even before the wedding and refer you to their friends)*

Be creative. How do you want to be spoiled by the massage studio that we searched on day two? What should they do extra to be just a little more than a massage studio? When you know how you want to be treated as a customer think about how you want to spoil your customers. Make sure your customer experience is different from all the other wedding vendors your clients will book. These are just four suggestions but there is no limit to great customer service.

YOUR HOMEWORK FOR TODAY

- create a PDF pricelist*
- create a welcome package*
- write your most common emails to become email templates*
- think about how you can spoil your clients during the months up to the wedding and even after the wedding*

I hope you enjoyed this 5 day course on how to get your next 20 clients. I love to read your questions and success stories!