



Photography Marketing: Book More Weddings through Word of Mouth Referrals and Strategic Partnerships (Photography Business Expert Series)

Lara White

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Get this book right now! If you aren't taking advantage of the insider secrets Lara White shares, your photography business is missing out. — Michelle Walker, Michelle Walker Photography Book more jobs, worry less, plan better, and rediscover your passion for wedding photography. Today's wedding photographers work in a competitive arena where every edge counts. Networking with professionals who refer brides to you is one of the most successful marketing strategies for wedding photographers, yet most people have no idea how to go about it. This book will show you step by step how to create buzz for your photography business and a steady stream of referrals to brides eager to book you. Lara White began PhotoMint in 2011, and has empowered more than 10,000 photographers with proven methods—and insider secrets—that can help you increase sales and build a great business too. Photography Marketing shows you:

- The one strategy guaranteed to get you more bookings and keep brides coming in
- Insider tips on how to become sought after by the best planners and venues
- Proven marketing strategies that require little or no investment
- How to get more bookings and significantly increase your earning potential
- Design secrets to keep your sample albums on the top of the pile

This is absolutely fantastic Not only is it full of invaluable information, but ... it has just the right balance of straightforward, factual information and honest advice. — Dina Balatti, Bella Celebrations I cannot thank you enough. The book made it clear to me that I have something to offer vendors and that they need what I can give them. — Ben Sherreard, Benjamin J Photography

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