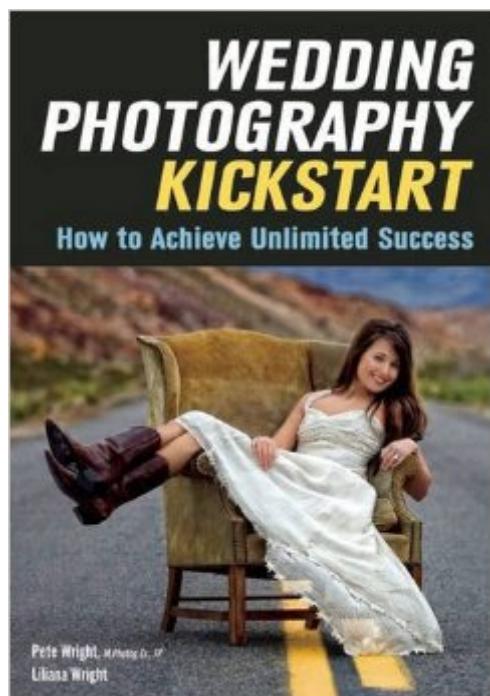


The book was found

Wedding Photography Kickstart: How To Achieve Unlimited Success



Synopsis

Wedding photography is one of the most competitive genres in photography. With so many other professional photographers (not to mention Uncle Bobsâ •) fighting for a chance to document all of the important moments and nuances of the wedding day, how can you rise to the top and win your prospective clientsâ ™ trust and business? Follow Pete and Liliana Wright as they guide you through all of the steps youâ ™ll need to take in order to build a successful wedding photography business. In this book, youâ ™ll learn about branding, identifying and targeting your ideal client demographic, making great connections at bridal shows, creating a successful workflow on the wedding day, and creating strong relationships with vendors to boost your referrals. You will learn to avoid the myriad mistakes that other photographers fall prey to and will discover surefire tips for surviving in the ever-changing wedding industry while surpassing your competition.

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