



Behind the Shutter: The Digital Wedding Photographer's Guide to Financial Success

Salvatore Cincotta

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Written primarily for wedding photographers, this manual starts with the basics of creating a solid business plan, finding customers and marketing to them through online social media outlets and old-fashioned face-to-face meetings, and goes on to coach readers how to build their brand, differentiate their studio from others, and offer enhanced and value-added products and services. Photographers are visionaries by nature, and this book shows them how to look to the future and use what they see to keep their studio on track and in touch with current and future customers. Advances in technology, changes in client's communication methods, and ripples in the economy can all challenge a photographer, but those who follow this plan will be poised to weather the vagaries of the marketplace and achieve long-term success.

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