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# Profitable Wedding Photography



## Synopsis

Now aspiring wedding photographers have a comprehensive guide to building a profitable wedding business! Drawing from her twenty-three years of experience in the wedding photography industry, author Elizabeth Etienne helps readers reduce the growing pains both in shooting a wedding and in dealing with wedding clients. Unique features include prep sheets such as: couple's questionnaire, shot list, photo timeline, helpful hints, contract, and package rate sheet. With an introduction written by celebrity wedding planner Colin Cowie, this indispensable book will teach you how to: - Create a great product - Offer dynamic customer service - Price your product and service appropriately - Package your product uniquely - Market your product effectively. Anyone looking for practical advice on how to start and grow a wedding business will need this one-stop resource from one of the most sought after wedding photographers in the world. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

## Book Information

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## Customer Reviews

As a relative newcomer to the wedding photography industry, this book was incredibly helpful for me as I established my business. Unlike many photography books, this one is heavy on thorough, useful information and light on pictures. Elizabeth Etienne's advice covers so much about running a photography business that most books about photography don't begin to address -- such as how to create working wedding photography timelines for each wedding so you stay on schedule (that alone makes this book worthwhile); when to go the extra mile for a client who truly values your work and when to turn down a manipulative client; what to do, business-wise, to set yourself apart from other photographers; and how to run client meetings as smoothly and professionally as possible. Moreover, the conversational tone of this book made it read like a personal tutoring session from a pro who truly wants to help upcoming photographers succeed in what she has learned is a difficult business. I plan to re-read this book every six months or so -- there was so much great advice in *Profitable Wedding Photography* that a regular refresher reading will be well worthwhile.

I've been eying this book up for almost a year now, anxiously awaiting its release date. When May rolled around, I bought it right away. I was so excited, I started to read it as soon as it arrived. Throughout the book, Elizabeth seems as though she is very rude to her clients. She even wrote that she once told a client that he "people like him kill her passion". She seems to not only offer the bare minimum, but looks down on other photographers. For example, she states that any photographer which does not bring an assistant will certainly have horrible images. After the first 50 pages, I was already disappointed. I hoped that I would gain something out of this book, so I continued on...through all 212 pages. It was a complete waste of time. As I turned each page, it she just had another way of saying how she was better than the next. There are many other books out there (Amherst books are amazing) that are much more worthy of giving a portion of your paycheck to. I wouldn't recommend wasting a penny on this.

For photographers getting into the wedding business, this book is an asset. Most of all, it will prevent your wasting money in expensive advertising that doesn't work. The author relates her experience buying ads, only to find her ad buried somewhere, for a hefty price. I've had the same experience, where the lady salesperson promises up top placement, and you don't get it. The author covers contracts, getting deposits, and payment. I wish she had devoted more pages to the process flow -- doing the shoot, downloading your shots for some initial editing, and then uploading photos to an album or web page for viewing. I find a custom lab very useful for making good prints, and retouching. Sure, you can use Photoshop, but why waste time when a lab will do it for a few

dollars? Last, but not least, she covers interns, where you can get an assistant free. That's extremely helpful. It's a great book, buy it!

Well, to be honest, this book would probably score 2 stars if it were not for the raft of great books out there on the same topic. The problem is not that it does not give an insight into how she runs her business, the issue is that by the end of the book you realize that, more than anything else, you want nothing in common with her. The author manages to inject her vitriol and bile into every aspect of what should be a joyful topic. She has some interesting things to say, but wading through the mess of personality dysfunction that is piled on top of it is more trouble than it's worth, especially when there are so many good options. Honestly, I read the (many) stories of her terrible clients, and wonder what the other side of those stories is...

Amazingly Elizabeth did a terrific job of explaining the entire process of wedding photography. Her style and personality come through as a very professional and detail oriented person. Examples of contracts and different anecdotes really help me organize what I will do in the future. If you're serious photographer and capturing wedding images is your job, purchase without hesitation

If you want to succeed and get all the insiders "scoop" on wedding photography, this is the book to read. It goes into the pitfalls and the hard work and dedication to be successful in not just your photography, but your business. Some may want more "technique", but as a photographer, you develop your own style and perfect your craft. Elizabeth gives you the foundation for being a great wedding photographer with your own style and technique. From the contracts, the timelines, and the package presentations, you will learn all you ever need to be successful AND profitable as well. Once I started reading, it was one of those you simply could not put down. I refer back often and find myself re-reading chapters for even more in depth development of my own wedding photography business. A must have if you are considering this area of photography!

This is not a book about posing, this is a book about the business of wedding photography. From contract, meeting with clients, photography timelines, working with vendors, marketing and getting the shots, it's all here. This book was so incredibly insightful and helpful, I couldn't put it down. If there is a must have book in your library, this is definitely one of them. It's helpful even if you don't do weddings, much of the advice preparing contracts, gear, client meetings all applies to portrait work too.

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