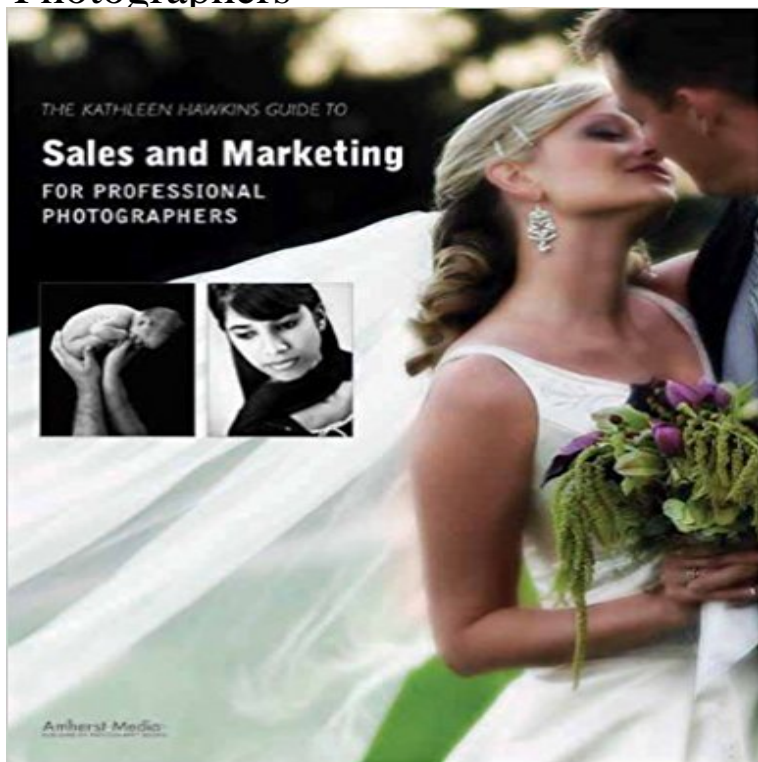


The Kathleen Hawkins Guide to Sales and Marketing for Professional Photographers



Tips and techniques from a professional marketer show photographers how to sculpt a successful photography business. With simple, straightforward strategies, this resource helps photographers create a brand, target a market, fashion a comfortable and savvy studio, run an effective consultation, and build strong interpersonal relationships. The advice goes beyond the technical and offers ideas for kids clubs, bundling products, and creating special portrait promotions that keep customers coming back from an engagement portrait session to the wedding to maternity and new baby photographs, to family holiday cards and more. Comprehensive and effective, these techniques help photographers achieve and surpass business goals.

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