



THE
WEDDING SCHOOL
RELOCATING YOUR BUSINESS



I'VE BEEN THERE!

- ▶ I moved in 2008
- ▶ It absolutely affected my business
- ▶ No brides knew who I was
- ▶ No venues knew who I was
- ▶ No vendors knew who I was
- ▶ I had no SEO on my website for my new area
- ▶ I couldn't show new work for my new area



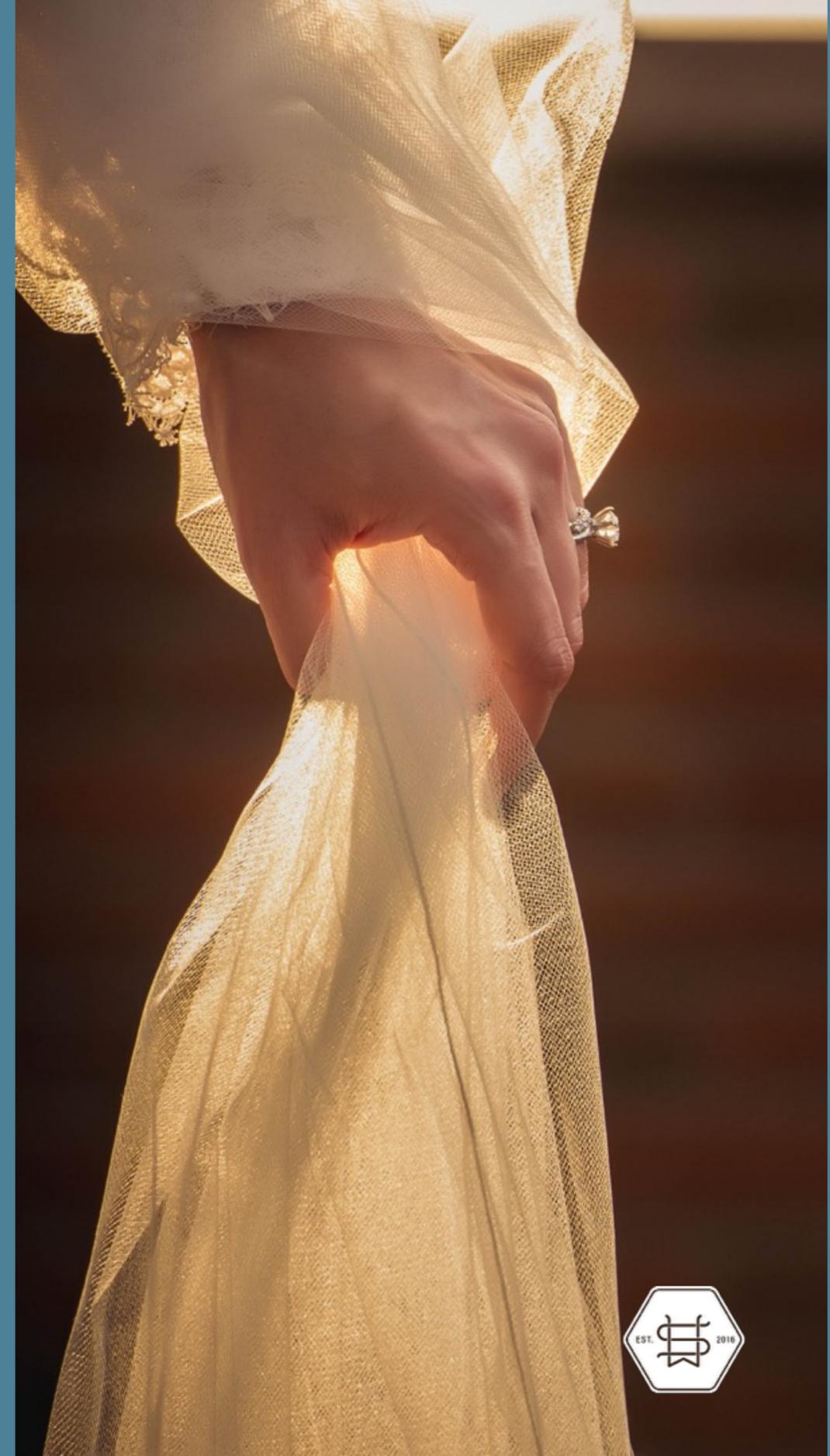
STEP ONE : LEARN

- ▶ What is the market like?
- ▶ How can I legally work here?
- ▶ How many weddings are there?
- ▶ Run a report from The Wedding Report
- ▶ Are there a lot of venues?
- ▶ Are brides local or destination?
- ▶ Take some time to google and search, read local magazines, blogs, and Instagram feeds



STEP TWO : PORTFOLIO

- ▶ You've already got one, that's a good start!
- ▶ However, it's not new-city specific
- ▶ Find someone, anyone, and take some pictures
- ▶ Hire a model and go to popular locations
- ▶ Shoot outside and inside if you can
- ▶ Don't work without permission or permits
- ▶ Try to shoot with a few couples for variety





STEP THREE : RESEARCH

- ▶ Where do you want to work?
- ▶ Who do you want to work with?
- ▶ Who is already working there?
- ▶ How do you know all of this stuff?
- ▶ Isn't this really hard work?
- ▶ Isn't this going to take a lot of time?

WHERE TO WORK

- ▶ Start with a simple Google search
- ▶ I googled “Most expensive New York wedding venues”
- ▶ I looked at venue search websites and compared price per head
- ▶ I looked at venue search websites and looked at site rental fees
- ▶ This is the most boring part of the research, because it’s numbers
- ▶ After I have a list, I look up reviews for each venue and make sure they’re reputable
- ▶ I find contact information for each venue, and file it away



WHO TO WORK WITH

- ▶ Identify vendors who often work at these venues
- ▶ I start with wedding planners, because they're easiest to find
- ▶ I google the venue that I want to work at, with the phrase "wedding planner." For example, "wedding planner carlyle hotel new york"
- ▶ This is almost hilariously tedious work
- ▶ I look at the Instagram feed of planners and find other vendors : florists, bands, calligraphers, bakers, caterers, and yes, other photographers



WHO IS TALKING?

- ▶ Start reading, subscribing to, and commenting on local blogs
- ▶ Follow local Instagram accounts
- ▶ Follow Instagram accounts that feature local venues and vendors
- ▶ Is there a bigger market? Is your market a small fish in a big pond?
- ▶ Are there vendors that aren't local, but who travel to work there?
- ▶ Are there local tastemakers and influential people you can follow and get to know?
- ▶ Who is a big deal in your community?



WHO IS WORKING THERE

- ▶ You're looking for friends, not competitors
- ▶ Though don't be deceived, there is competition to be had
- ▶ Who is working at the venues you want to work at and with the vendors you want to work with?
- ▶ The best source for this is Instagram. Start with the venues and vendors, see who is shooting with them.
- ▶ Let yourself fall down the rabbit hole!
- ▶ Look at vendor directories, read reviews





NOW GET TO WORK



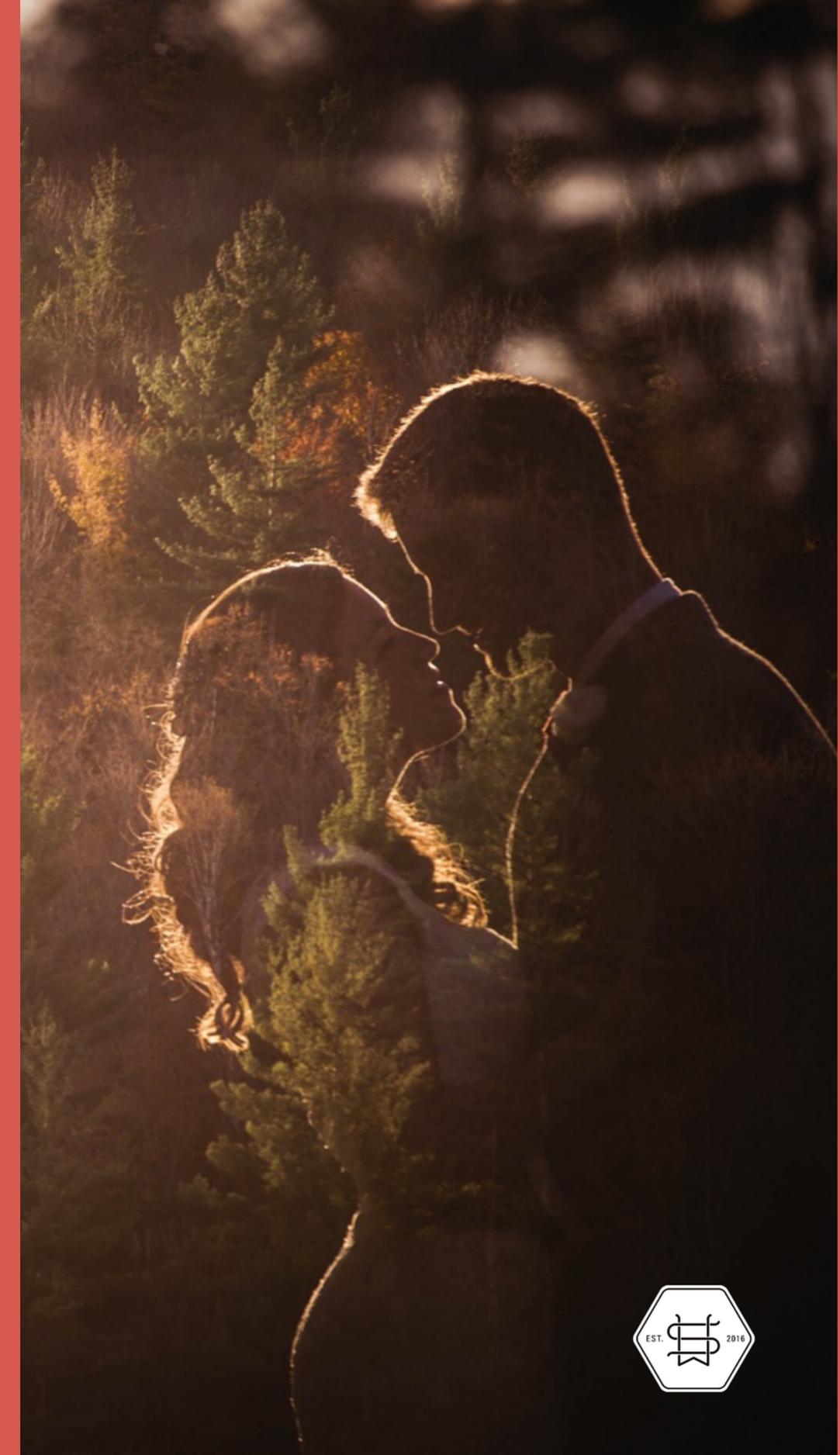
SHOW THE WORK

- ▶ Start posting the work that you've shot
- ▶ Tag the venues on Instagram and Facebook
- ▶ Get the images in your portfolio
- ▶ Blog the images, making sure to use keyword-rich text and descriptions
- ▶ Share, share, and share again
- ▶ Sprinkle in your old work so that what you're doing isn't super obvious



REACH OUT TO VENDORS

- ▶ Be forewarned, this will probably get you nowhere
- ▶ When I moved to New York, I created a small book of my images, press, and info, and mailed it to **EVERYONE**
- ▶ It got me nowhere, but I was remembered later
- ▶ Find Facebook groups. Engage, engage
- ▶ Find and follow them on Instagram and Facebook
- ▶ Comment and engage with them
- ▶ This is like dating. It takes time!



MAKE PHOTO FRIENDS

- ▶ Real friends, not just online friends
- ▶ Join Facebook groups - I just found nine for New York wedding photographers alone!
- ▶ Go to get-togethers, get out of the house
- ▶ Go to conventions, go to workshops, GO!
- ▶ When you can, refer work to them
- ▶ This takes time, too. Be patient!



DON'T BE AFRAID

- ▶ I know this is a MONUMENTAL amount of work
- ▶ I also know you can do it!
- ▶ This will be your full time job for awhile
- ▶ I was very fortunate that I had photographer friends in New York, as well as destination clients who lived here
- ▶ Think outside the wedding world. Get involved in your community
- ▶ Make real friends. Live your life!



Venues

The Carlyle
Loeb Boathouse
The Plaza
Mandarin Oriental
The Pierre
Cipriani
The Four Seasons
Gotham Hall
NY Public Library
Angel Orensanz
Oheka Castle
Blue Hill @ StoneBarns
Museum of Nat History
Gramercy Park Hotel
The Bowery Hotel
Chelsea Mansion
Wave Hill

Planners

Baton NYC
Marcy Blum
Preston Bailey
Lindsay Landman
Tzo Ai Ang/Ang Wed.
Sidekick
Fete NY
Victoria Dubin
Guerdy Abrarira
Bella Fare
Christine Paul
Just ABT Married
Firefly Events
Bella Fare
Leslie Gesser Price
Daughter of Design
EAP Weddings

Florists

Saipua
Nancy Liuchin
Ariston Flowers
Matthew Robbins
Fleurs NYC
Amy Merrick
Frank Alexander
Bess Wyrick
Bride and Blossom
Jamie Rothstein
Bob Lamsback
Tantawan Bloom

Vendors

Darcy Miller
Sylvia Weinstock
Bentley Meeker
Stacie Ford Weddings
Vera Wang
Once Upon a Bride NY
Face Time Beauty
One Girl Cookies
White Rose Collective
Mr. Boddington
Monique Lhuillier
Ceci New York
Nine Cakes
Patina Vintage Rentals
Josie Sanchez
The Rhythm Shop
Hank Lane

Photo

Christian Oth Studios
Ira Lippke
Heather Waraksa
Ryan Brenizer
Samm Blake
Fred Marcus Studios
Anthony Vasquez
Brian Dorsey
Emin Kuliyevev
Bethalee Photography
Jen Huang

Video

Kiss the Bride Films
Pennylane Productions
Ray Roman
Rob Adams
Ira Lippke
Cinematicake
Allure Films
Brett Culp Films
Love in Progress
Joseph Minasi Films
Cinema-Roll
Doug Rivers

Insta

Bridal Bar
Carats and Cake
Brooklyn Bride
Style Me Pretty
WedLuxe
BHLDN
Stone Fox Bride
Kleinfeld
100 Layer Cake
Loverly
The Style Co
Elizabeth Anne Design
B Loved Weddings



VISIT AND REVISIT

- ▶ Even if you're not new, do this research
- ▶ Keep a running list of venues and vendors
- ▶ Keep an eye on the industry influencers
- ▶ Revisit this yearly
- ▶ The industry is always in flux
- ▶ I learned a LOT about my business and my competition doing this, even though I've done this before!





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