



THE
WEDDING SCHOOL
BUSINESS TIPS AND TRICKS



WHY NOW?

- ▶ Brace yourselves, wedding season is coming
- ▶ Once you get into the season, it's hard to see outside your bubble of work
- ▶ Implementing systems now will make life easier later
- ▶ Everyone always says "I'll do that eventually."
Make eventually be right now!



INSTAGRAM ADS



ANIMOTO

Instagram v2

STYLE *Frameless* > **CREATE** > PRODUCE

SAVED SUSAN S

Total video length: 0:14

SETTINGS CANCEL EDIT

0:14 / 2:39

Customize style

Change logo

Add pics & vids

Add text

Spotlight

Rotate

Duplicate

Shuffle

Delete

Change Song
Heart That's Solely Free - Slowdim

OUTRO LOGO

+ Add another song

PREVIEW VIDEO



HOW DOES IT WORK?

- ▶ There will be an Instagram ads deep dive coming soon!
- ▶ Create a custom audience - who do you want seeing this ad?
- ▶ Create the ad creative - in this case, the video
- ▶ Monitor the ad to track the progress
- ▶ Monitor your inquiries to track results



25% OFF PROMO CODE :

TWS25

[ANIMOTO.COM/TWS](https://animoto.com/tws)

GO OVER YOUR BUDGET FOR THE YEAR



WHAT BUDGET?

- ▶ What does it cost to run your business?
- ▶ What does it cost to run your life?
- ▶ How much money do you have coming in?
- ▶ How much do you want to spend on things?
- ▶ Take the time to fill out the spreadsheets from the Business and Finance textbook
- ▶ Look at those spreadsheets quarterly





SET TANGIBLE, TRACKABLE GOALS



WHAT KIND OF GOALS?

- ▶ What do you want to accomplish in a week? A month? Six weeks? Six months? This year?
- ▶ Set shooting goals
- ▶ Set business and finance goals
- ▶ Set marketing and sales goals
- ▶ List out steps to achieve those goals
- ▶ Start small, but start TODAY



CONSIDER DIVERSIFICATION



HOW TO DIVERSIFY

- ▶ What are your other skills?
- ▶ How can those skills make you money?
- ▶ Can you branch out into a new genre of photography?
- ▶ Does what you're doing now naturally lead to other avenues of income?
- ▶ Start small
- ▶ If you're not sure, just keep it in mind



**ARE YOUR PRICES
PROFITABLE?**



HOW DO YOU KNOW?

- ▶ List each item that goes into creating each collection
- ▶ Make sure you account for everything : paying your assistant, shipping the album, etc.
- ▶ Find the packages and prices spreadsheets in the Business and Finance textbook and fill them out
- ▶ Revisit your numbers throughout the year - and **EVERY** time you consider a price raise or change



**DO YOU TRACK
YOUR INQUIRIES?**



KNOWLEDGE IS POWER

- ▶ If you don't track, you don't know where your referrals are coming from
- ▶ If you don't know where your referrals are coming from, you don't know what marketing endeavors are working
- ▶ If you don't know what marketing endeavors are working, you don't know what to nurture and what to stop putting effort towards
- ▶ There is no such thing as too much tracking



SET UP A MARKETING SYSTEM FOR VENDORS



Post-Wedding

- Download cards**
When: 1 days after the project date
- Backup images in New York**
When: 2 days after the project date
- Back up images in Cherry Hill**
When: 2 days after the project date
- Send thank you notes**
When: 4 days after the project date
- Cull images**
When: 4 days after the project date
- Bill for overtime?**
When: 4 days after the project date
- Send RAW files to be edited**
When: 7 days after the project date
- Upload sneak peek to Minted?**
When: 14 days after the project date
- Get images back from editing**
When: 28 days after the project date
- Upload to online proofing**
When: 1 days after the previous item is complete
- Back everything up on Zenfolio**
When: Immediately after the previous item is complete
- Deliver images to client**
When: 1 days after the previous item is complete
- Send images to vendors**
When: 1 days after the previous item is complete
- Check back in with vendors**
When: 14 days after the previous item is complete

MARKETING TO VENDORS

- ▶ I put vendor marketing as a workflow line item in 17 Hats
- ▶ Once the gallery is delivered to clients, I also deliver to vendors
- ▶ The gallery has high-res images and low-res social media images with watermarks
- ▶ I explain how they can use the images, then I follow up a few weeks later

SET UP A SEO SYSTEM



SEO, SEO, SEO

- ▶ I really hate doing this, it takes SO MUCH TIME
- ▶ It's also intensely, incredibly crucial
- ▶ Listen to Rob Greer's talk. Listen again!
- ▶ Set a SEO schedule
- ▶ When will you blog?
- ▶ When will you update your website?
- ▶ When will you get this done?

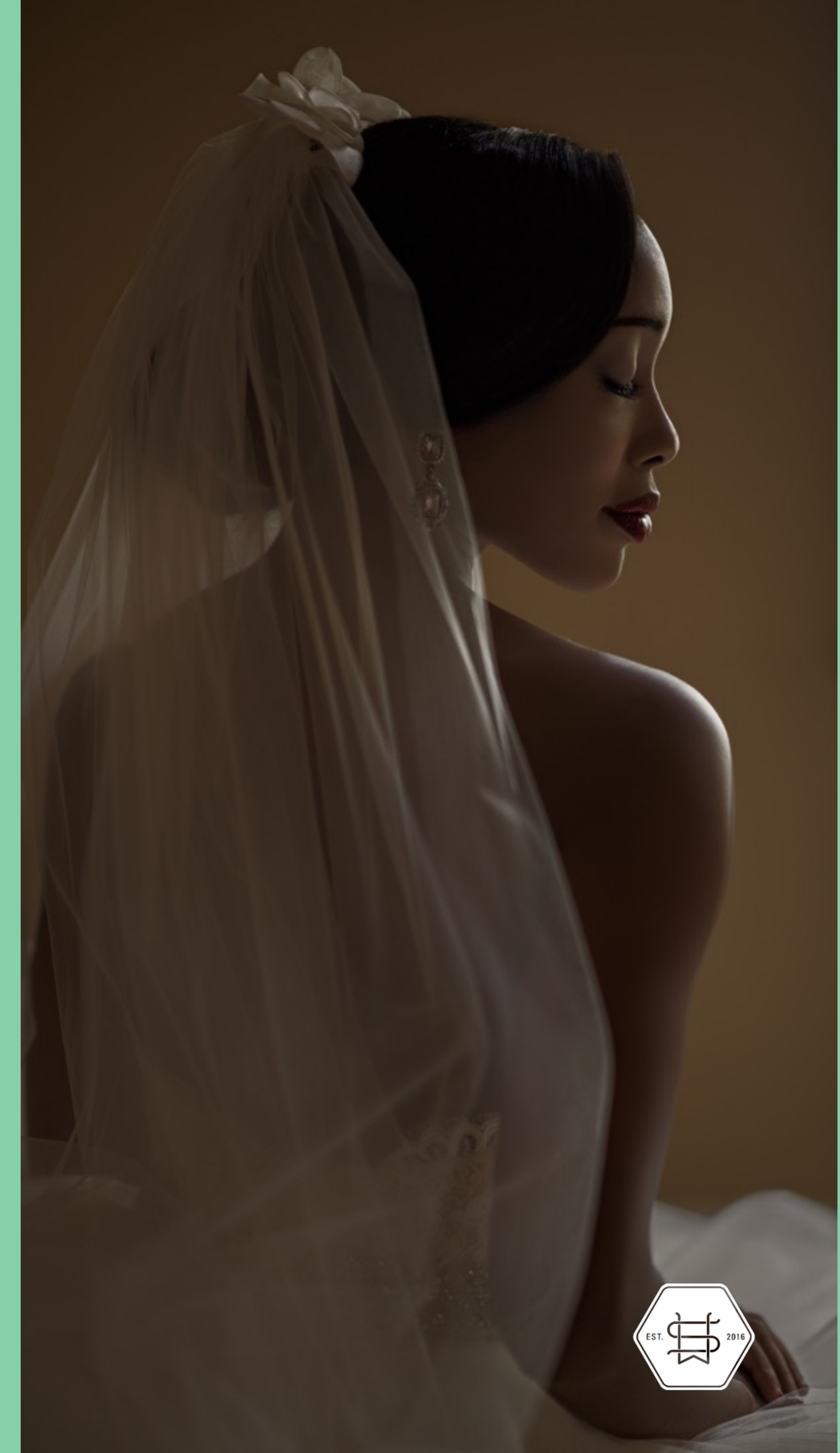


PRE-LOAD YOUR SOCIAL MEDIA



SAVE AS MUCH TIME AS YOU CAN!

- ▶ Latergramme to pre-load Instagram
- ▶ Tailwind to schedule Pinterest pins over periods of days and weeks
- ▶ Meet Edgar to prepare Facebook daily image posts
- ▶ Pre-scheduling social media content gives you more time to actually engage in the comments and with your audience



**DO SOMETHING FOR
YOURSELF**



ALL WORK, ALL THE TIME

- ▶ This is not a way to live
- ▶ I lived that way for years
- ▶ Personal projects can be a great release
- ▶ Reading, watching TV, living your life
- ▶ Shut down the computer and go outside
- ▶ Go to the gym, even if you hate it
- ▶ Life has to be about more than work



START ESTABLISHING AN EXIT PLAN



I CAN'T DO THIS FOREVER

- ▶ I don't know about you, but I don't want to be shooting weddings when I'm eighty years old
- ▶ Are you saving for retirement? How? If not, set a plan and meet with a financial advisor
- ▶ Do you have debt? Are you working to eliminate it?
- ▶ How will you get out? Can diversification lead you down that path?

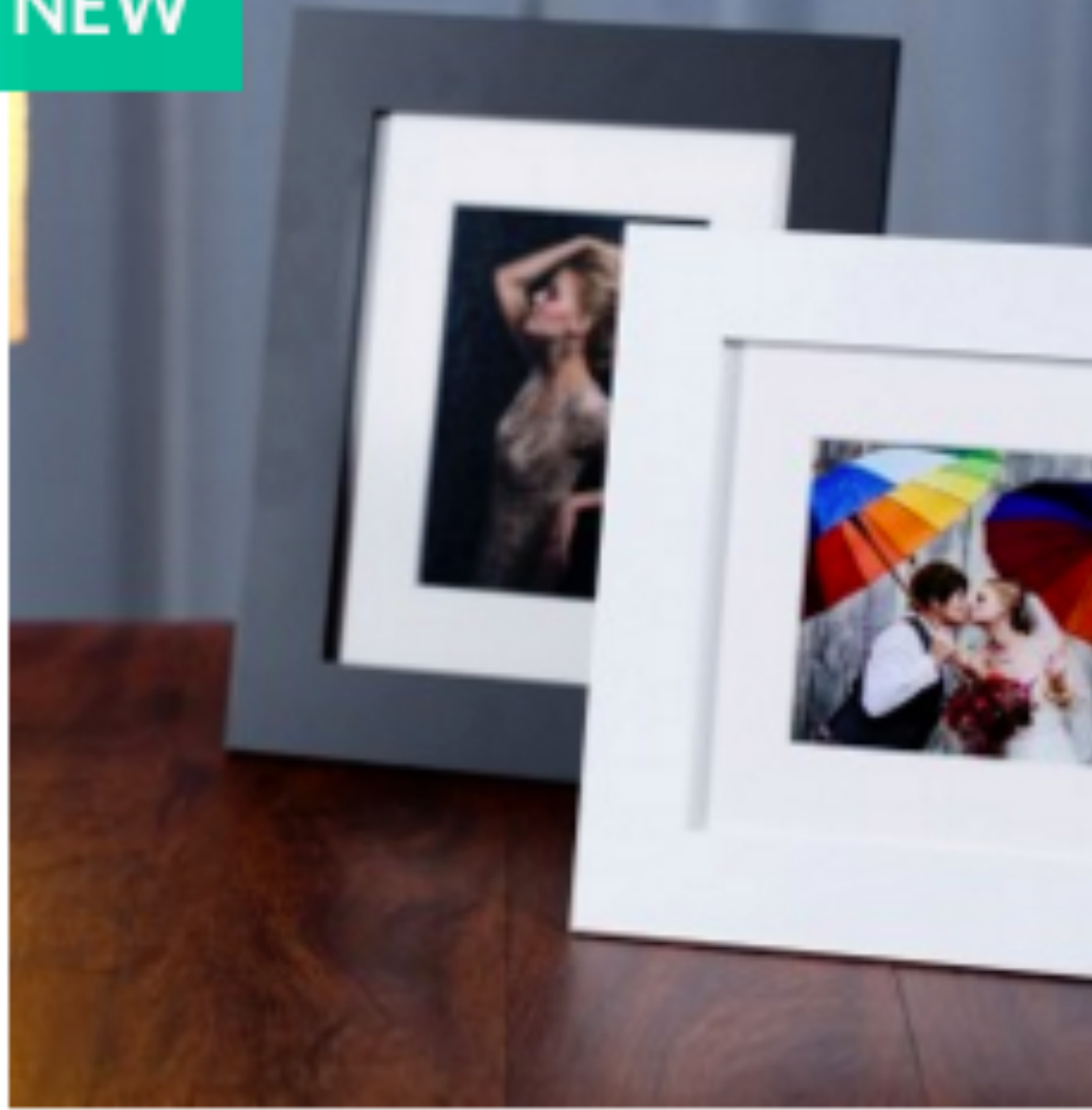




**FIND NEW
PRODUCTS**



NEW



WALL ART

Design Aglow Framed Prints

PRO DPI

- ▶ I forget to look for new products
- ▶ Clients can't buy it if you don't show it
- ▶ Framed prints from Design Aglow
- ▶ Thank You cards and Save The Date cards
- ▶ Clients still want to buy prints!
- ▶ Press-printed albums and guest books
- ▶ What's new?

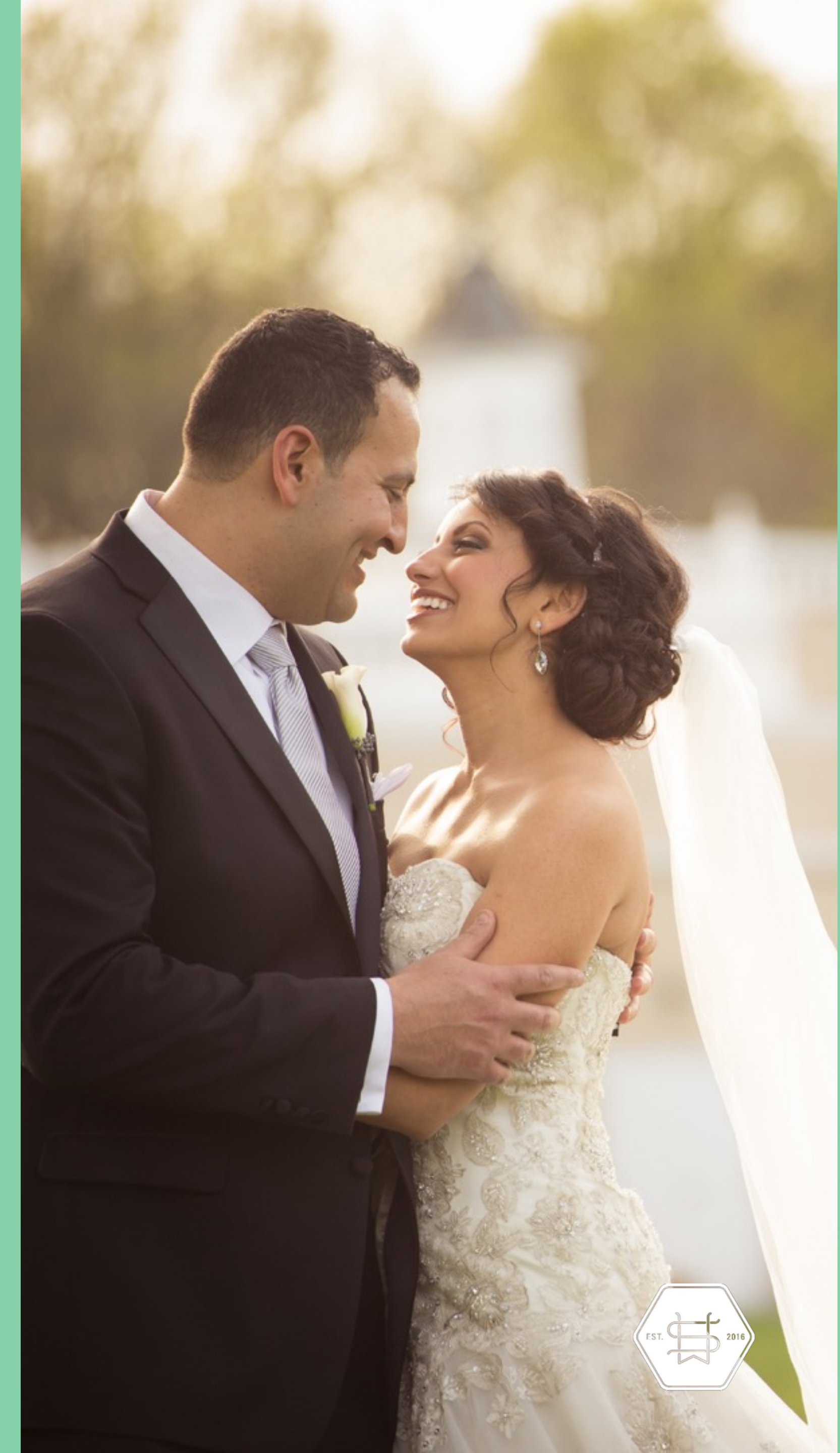


MANAGE YOUR STUDIO



17 HATS

- ▶ If you're not set up, it's VERY easy
- ▶ I was up and running in less than an hour
- ▶ Manage your tasks
- ▶ Manage your workflows for every wedding
- ▶ Put leads through workflows and lifecycles
- ▶ Clients LOVE it and how easy it is to use



LOOK AT YOUR WORKFLOW





EFFICIENT WORKFLOWS

- ▶ What takes you the most time?
- ▶ If you're not sure, track your time
- ▶ What slows down your processing?
- ▶ Get as fast as you can before you outsource
- ▶ Programs can help, but too many can hurt
- ▶ Fundy Designer for putting my logo on blog and social media images
- ▶ Fundy Designer for album design

VERSION SEVEN

- ▶ Faster interface
- ▶ New design picker
- ▶ Easier user interface
- ▶ Revamped image browser and way of organization
- ▶ Amazing auto-design function





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