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Digital Photography: Earning Money With Weddings

by Dan Feildman

Weddings are full of memories you want to keep. That's why many couples hire a professional photographer to record and capture their marital bliss. There is a big market for photographers qualified for the job, so how can you make money becoming a professional wedding photographer? The key to getting business is contacts. A successful photographer must have great business relationships with wedding planners. A popular wedding planner will create a lot of business with his or her recommendations.

Professional wedding planners only work with professional photographers who have the experience to prove they can deliver great photographs. Their reputation could be hurt by recommending a shoddy photographer. So to prepare for this you will need a decent portfolio of your work and testimonials from satisfied clients. But don't worry if you haven't got either of these, there are other ways into the business.

To build up a portfolio, offer your services in return for testimonials. Make sure you have the copyright for your photographs so that you can use these in your portfolio. Often your first client will be from your social circle, so get the word out about your service. Word of mouth is the best recommendation, but with your new portfolio and testimonial, you are prepared to search for wedding announcements in your local newspaper.

You can contact the bride by phone or mail. Offering to take pictures of the preparation for the wedding is a good way to make an impression as most studio photographers do not offer this service. Sending the bride free promotional material is another way to get business.

Offering to photograph other events that go with the wedding such as the bachelor party or the bridal showers can offer value to the customer. Essentially you want to look at your competition and see how you can offer more value to them. If you are starting out you may not have the experience, but instead you will offer your time and effort to make sure what you produce satisfies the happy couple. As you gain more business, you should look into marketing strategies. Although word of mouth is the best recommendation, try to spread the word about your business by contacting tuxedo rental services or wedding boutiques and asking if you can leave your pamphlets there. You can even look into arranging a referral fee to motivate your associates to send you more business.

A wedding photographer should always be looking for ways to offer more value to his or her customers. One neat idea is to find a scrapartist and form a business relationship so that you can offer clients a wedding scrapbook for their memories. This can leave a great impression. One last thing- make the bride happy, and your job will be much easier.

About the Author:

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