

# 8- STEP ACTION PLAN

*This is an uncertain time for everyone, and your business is not immune to the hardships that this time can bring, unless you put a plan into action. If you do it the right way, you can actually grow your business during this time and help your clients who are having to completely rearrange everything on their plate right now. It's your job, as the photographer, to be there, serve your clients, and be a resource. You've got this!*

## **COMMUNICATION**

Communicating with your clients in the most helpful and efficient way possible is going to make your life, and theirs, SO much easier right now. (And in general!) Make sure they KNOW you are there for them, and they are your priority. If need be, offer whatever you can, skill wise, to possibly help them find vendors for their new date, or connect them with your favorite planner. Ask them what they need, and do the absolute best you can to help them during this time.

## **Do NOT charge a re-schedule fee**

Like I mentioned, this is an uncertain time for all. Being money-focused right now is the worst move you could make for yourself or for your clients. Empathy is the number one tool in your toolbox right now, and doing whatever you can, both financially and otherwise is going to make the world of a difference to your couple who are dealing with endless vendor contracts and planning logistics. Being empathetic towards your couples will help you now, and in the long run, business-wise. You WANT to be known as the photographer who is a human first, and business second. So, I would advise against charging any extra fees right now.

## **DISCOUNTS**

Bride and grooms are going through a lot right now. If you are at all in a place to give \*any\* sort of discount to your couples or new inquires who are having to find a whole bunch of new vendors, do it. Again, this investment will pay off in the long run when clients write reviews and testimonials for future potential inquires to see!

## **BE A RESOURCE**

Take this extra time to spend creating PDFs and guides for other creatives or helpful tips for your couples to read! Things such as an elopement guide, an engagement session outfit guide, or a guide on how to even start a photo business! Any advice or education you can give, now is this time to spend investing time in yourself and your business by creating things that will help you grow in the long run! You can use these guides over and over again and be seen as a great resource through others eyes!



## **RUN ADS**

While couples and potential clients are at home right now, it's more likely than ever that your dream client will see your work and want to hire you soon or in the future! Use that to your advantage and run ads on Instagram and Facebook, targeting your ideal client and location. Make sure your ads do not come off as sales-y, though! A good way to do this, is to create a free resource, such as a guide to your favorite spots to shoot in where you live, and post about that on IG, then promote the heck out of it, so people can again see that you are a resource, and a kick-butt photographer who they may want to use in the future!

## **UPDATE YOUR SITE AND SOCIALS**

Speaking of extra time, I know that updating my site and doing a bit of re-branding on my socials has been on the back burner for a while now! Now that staying home is mandatory, I'm using this as a time to do just that! Make sure your site is welcoming, has a lot of info about you and who you are as a person, and make sure your socials, such as your IG, make it super clear that you are a PHOTOGRAPHER! I use "Austin wedding photographer" as my name on my Instagram, so it's one of the first accounts couples see when they look that up on IG!

## **FINE TUNE YOUR SKILLS WHILE AT HOME**

I have always wanted to be super good at flat-lay photos! Now that I'm home a lot more, I'm spending my time busting out my flat-lay photo kit from the trunk of my car, which I put together with materials from Hobby Lobby and Michaels, and got to work! I've been practicing my layout skills, color coordinating, and editing work for flat-lays specifically! Is there a photo niche you've been wanting to perfect for a while, that may not include people, that you could work on right now? Maybe you need some more self portraits or content for your website of yourself? DO IT.

## **SELL PRESETS**

This is the perfect time to sell presets! With everyone at home, we're all spending a lot more time on our phones, posting on IG. Use this to your advantage and sell your presets like the wind! This is another use for running ads that works great! What works the best for selling presets, is showing before and afters, and reviews of customers! You got this.