

MAKE THE BEST OF THE QUIET SEASON





HI, WE ARE AIDA & TIM

Wedding photographers/videographers based in Constance, Germany.
We love capturing intimate weddings and elopements throughout Europe!

Our many years in business has helped us collect a wealth of knowledge and experience in this industry.
We enjoy sharing what we have learned in a variety of ways:

Since the past six years, we have been taking on a number of young interns (normally 16-18 years old) and mentoring them during the summer. It is such a joy to see that some of them have gone on to finance their further studies by photographing weddings on the side.

In 2018, we held a 3-day portfolio-building workshop in Corsica, France. It was such a blast! And the best part is that we are still in good contact with the participants. Actually, the photo above was taken by our model/participant [Marianne Bohn](#).

Since the beginning of 2019, we are a part of the [Beloved Stories](#) team. We share educational blog posts and interview established and up-and-coming photographers from all over the world! Be sure to check them out to gain a deeper insight into various topics pertaining to wedding and portrait photography.

And be sure to scroll down to the last page, we have designed a customised planner for photographers & videographers!

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The high wedding season has drawn to a close and now the quiet season lays ahead. Yes, this is a wonderful time to unwind and take it a bit easy. At the same time, it is a great opportunity to make strides in your business.

Want to bring your business to the next level in 2020? A great way to start is to reflect on the past year and assess what worked well and what didn't. Figure out which aspects of your business require special attention. This process and the necessary solutions will look different for everyone.

Therefore, in this article, we will provide you with a few general suggestions that are applicable to most photographers/videographers and can prove to be useful to you and your business in the coming year:

1. Update Your Website

It is always a good idea to keep your website fresh and modern. Afterall, it is a representation of your business and plays a key role in regards to whether or not your dream clients will get in touch with you.

Branding: Give the visual aspects of your brand (e.g. logo, fonts, colours) a facelift.

Portfolio: Show your latest work that you are proud of, which will in turn help you attract your dream clients.

About Me: Revise the text describing yourself to make it less standardised and more personal. Moreover, consider updating your photos, and if you don't have one already, integrate a video.

Prices & Packages: Review what you charge and make sure that it is in line with the value that you offer. Reassess the clarity and attractiveness of your packages.

SEO: Ensure that you are constantly optimising your website to improve your Google ranking. Blog regularly and research the best keywords.

2. Further Educate Yourself

Never stop learning. The moment you stagnate, is the moment others will surpass you. Plus, it is fun and interesting to acquire new knowledge and keep growing. There are a multitude of options available ranging from online courses, podcasts, one-on-one mentorsips to different sized workshops/conferences. Pick what works best for you and your business. And keep in mind, the added bonus of in-person workshops/conferences is that you get to connect with other photographers in the industry. It is great for networking and building friendships!

3. Streamline your business

Optimise Your Client Management Workflow: Are there ways to enhance the process of taking on a new client until the point of completing the work?

Improve Your Editing Process: How can you become more efficient in the post-processing portion of editing the images?

Integrate Apps/Softwares: What resources are available to help you simplify your business?

Outsource: Are there aspects of your business that can be done by someone else?

Bare in mind, taking proactive steps during the quiet season to make positive changes in your business will in turn make things smoother during your high season. So use this time wisely!



To help you further in the future

WE ARE

INTRODUCING

MY WEDDING SEASON PLANNER

FOR PHOTOGRAPHERS & VIDEOGRAPHERS

Win back your time, get organised and have a stress-free wedding season!

Many photographers & videographers have a hard time staying organised and keeping track of their clients and services. We have designed a customised planner to help them maintain an overview of their projects and have a stress-free wedding season.

Since it is an undated planner (including a 2020 & 2021 calendar),
you are flexible in terms of when you start to use it.

ONLINE SHOP

<https://www.aidaandtims-atelier.com/>

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Every now and then, we will send you helpful tips to help you build a photography brand and business!

In addition, we will inform you when there are updates in the shop.

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