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Photographing Newborns: For Boutique Photographers

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Acclaimed photographer and photography-business guru Mimika Cooney shows you how to build a successful boutique business photographing newborns. This starts by attracting clients through strategic development of your “Love Brand,” a comprehensive professional identity carefully crafted to bring in the customers you want—and keep them coming back for more. Once you’ve booked a session, Cooney shows you how to make the most of it and deliver heartwarming images of your smallest clients alone or with their families. From there, savvy products and packaging keep parents enthralled and coming back for more. Partnered with a comprehensive system of client contact through mail, social media, and more, you can convert each portrait customer into a client for life—building a lasting demand for your skills and a devoted following of loving fans!

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