

CHRISTINE SAUNDERS

8 TIPS ON GETTING HIRED

PHOTOGRAPHIC ABILITY.

They need to believe you can execute a professional shot.

AN INCREDIBLY STRONG BODY OF WORK.

Show only your best work and make sure that it stands out. A creative needs to be inspired by your work to want to work with you.

CLIENTS WANT YOU TO TAKE THE BRIEF AND DELIVER WHAT IS ASKED BUT ALSO DELIVER THE UNEXPECTED AS A BONUS. Clients buy into creative collaboration and expect you to deliver what was asked for but often choose the shot where you took a chance and created some magic.

BE FLEXIBLE AND UNFLAPPABLE Clients want to be reassured that you can cope under pressure on the shoot day.

BE ON TIME AND ON BUDGET and you will be a producers dream photographer! Be on time for pre-production meetings and show that you are someone that the client can trust and get on with.

VISIBILITY Help artbuyers, creatives and producers remember you buy posting consistently on social media and regular emails.

BEHIND THE SCENES VIDEOS really help potential clients get to see who the person is behind the camera. These can be fun and informative very short videos showing who you are.

CUSTOMER SERVICE and word of mouth is such an important and effective form of self promotion. Serving your clients well is the best marketing you could do, and always leads to exceptional word of mouth.

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