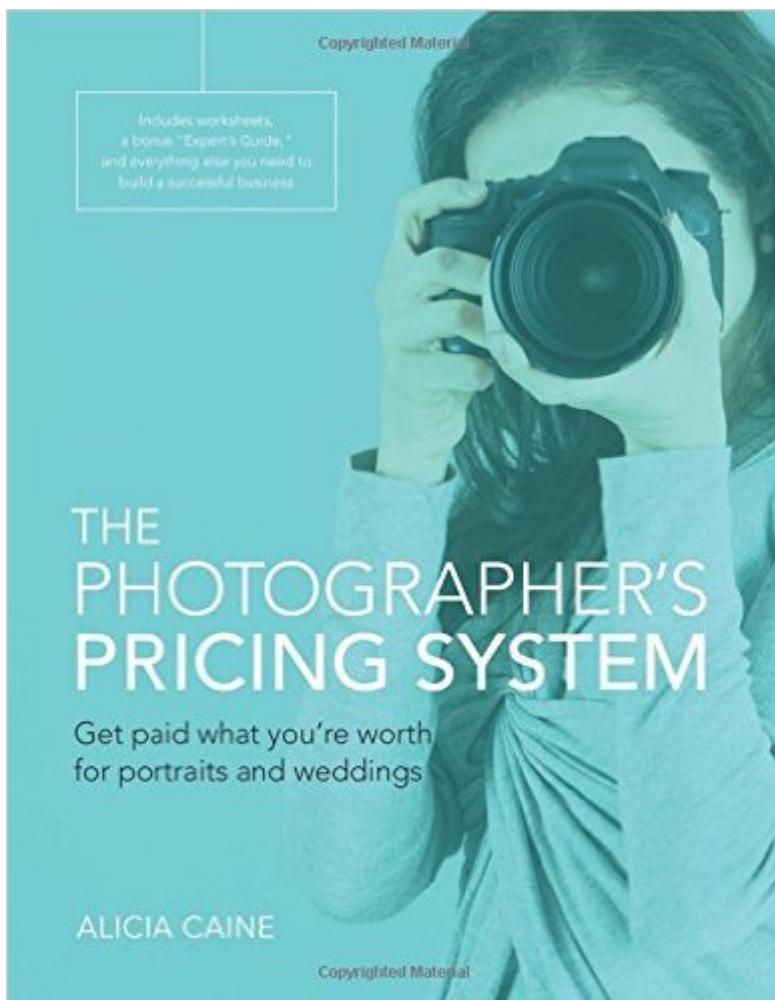


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# The Photographer's Pricing System: Get Paid What You're Worth For Portraits And Weddings



## Synopsis

In this practical guide, photography pricing guru Alicia Caine takes the anxiety and drudgery out of the pricing process for portrait and wedding photographers, showing how to keep the process as simple and painless as possible. Alicia starts by breaking down such daunting topics as managing your budget and expenses and determining how much work you can take on, and then explains the importance of understanding what your client wants and researching the marketplace. She shows how to reverse-engineer your pricing, create a pricing sheet, and present your pricing to your clients. Focusing mainly on portrait pricing, she also explores how to achieve consistent pricing across your photography services, with a chapter on specialty sessions that covers the particularities of pricing weddings and mini sessions. Along the way, you'll encounter nearly 20 worksheets designed to help you move from learning the necessary steps and tasks to actual implementation, a key obstacle for many photographers. As an added bonus, Alicia provides an "Expert's Guide" on how to get paid what you're worth based on your expertise in a particular niche, which can potentially increase your value in the marketplace. In this special section, you'll learn how positioning yourself as an authority on a particular topic can help you bring in more potential clients. Features the friendly, approachable voice of photography pricing expert Alicia Caine, whose mentoring and coaching have endeared her to thousands of photographers. Includes worksheets and a gross earning calculator (also available via download) to help you with key steps in the process, covering such topics as how to determine your hourly value, how to think about and set up collections and specialty products, how to figure out your costs of goods sold, and much more. Incorporates lightness, fun, and compassion to help photographers more easily approach the challenging and often mundane topic of pricing.

## Book Information

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## Customer Reviews

This is a book that all photographers should read if they want to actually get paid what they are worth. This book is not full of pretty pictures, instead it is full of real advice on how to properly price your services and build a proper business. I especially love the worksheets which allows you to put your numbers in so that the results are not about some magical photography company but yours.

I am really happy that someone decided to take the entire mystery of photography pricing and dissect the content. The author has managed to break down the learning barrier into truthful nuggets of valuable information. Layering the knowledge so by the end of the book you can immediately implement is priceless.

This book and pricing system is so thorough yet not overwhelming. Other ways to "do your numbers" can lack the full detail that is in this book OR they can make you so overwhelmed it's impossible to get through. This is a simple system that really explains everything you need to know. After I went through this book, I bought it again for my best friend who is also a photographer. It's really good.

Good information to get one started off in the right track. As the book instructs, I am taking it slow and working through each chapter to really think through my money needs to make this a profitable business that can support me. I love how the book gives you online links to access all the forms listed in the book. Then you can print them yourself.

This book delivers everything it promises. I am still working on it at my own pace but so far it is helpful in helping understand the start up of my business.

Good book with good tips. The only thing I found I disagreed with is that the high profit she encourages may not work in my area.

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