

Ashley Cambron Photography &
Boss Babe Branding Workshop
presents

Repeat Clients

How to find them. How to keep them.





Repeat clients are every photographer's dream. In the wedding and family photography industry, you can often find repeat clients (maternity sessions, newborn sessions, milestone sessions, future family sessions, etc), but what about for personal branding sessions? How do you find and keep personal branding clients? Out of all of my personal branding clients...I have a 95% return rate....meaning that practically all of my personal branding clients book me again (and again and again)! Not only do they book me over and over for branding sessions, but they also ask me to take their family photos, engagement pics, and even shoot their wedding!

Here are my 3 tips to find and keep repeat personal branding clients!

1) Be quick to respond and over-communicate

Everything these days is becoming fast and instant...and because of this...that's what people are expecting! They expect it from Amazon Prime and they expect it from you, so the quicker that you respond to that inquiry or that question, the better!

Responding within the first 24hrs is important, but responding within the first hour is key! This makes the potential client feel important and makes them think that you're great at communicating (which hopefully you are)!

Speaking of communicating, when responding to that inquiry, don't be afraid to over-communicate! You can never explain too much or repeat too much. People skim through emails and don't always catch everything, so the more that you repeat yourself the better. And remember...with personal branding clients...you're dealing with other entrepreneurs and business owners! Because of this, it's very impressive to them if you answer any questions they may have before they even ask the question! This shows the client that you have thought of everything and that you are a professional!



2) Make it about them

I'm sure you've heard the phrase "the customer is always right". While I don't believe that's always true, I do believe that photographers don't always put their clients first like they should. Photographers are also artists... and that's where it can sometimes get tricky...especially when it comes down to shooting and editing styles. Every photographer has different rules when it comes to showing the back of the camera during a shoot, delivering RAWs, changing their editing style a bit if requested, or letting the client alter the image after delivery. I used to be super strict about all of this...and I still am with weddings and other types of sessions. But the longer that I've been shooting personal branding sessions...the more that I've realized that this genre of photography isn't quite like the rest. It's a whole different kind of ball game. Once again, you're working with professionals. Entrepreneurs. Business owners with a vision. They know what they're needing for their brand and they know what they're wanting out of this session. Each brand is different and because of that, each session is different (which sometimes includes editing a bit brighter or lighter). If you make it all about you and your artistic style, they probably won't be okay with that. The more you make it about them, the more they will love and appreciate you and your craft.

3) Become one of their biggest supporters

My relationship with my branding clients doesn't end with delivery. I officially become their biggest supporters. I follow them on Instagram, like their posts, comment on their stories, and keep up with their everyday life! I gradually become more than just a photographer to them...I become a friend! I become someone that they feel comfortable inviting to parties, events, and even family functions! I become someone that they can trust to photograph their family, engagement, and even their wedding! And I wouldn't want that any other way!





I have so much more I could share about this topic, but I have to save some for my mentor sessions and workshops! If you're interested in learning more about this topic (and many many more) regarding personal branding photography, feel free to join the Boss Babe Branding Workshop Facebook group! That's the first place that I will post about upcoming workshops and educational events!



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