

PHILOSOPHIE

boudoir

What's Inside:
The Art of In Person Sales

Creating Life Clients

*How To Create Dark
Imagery in a Light Studio*

*How to Bring In More
Clients*





FUNDY
DESIGNER

THE
Boudoir
ALBUM

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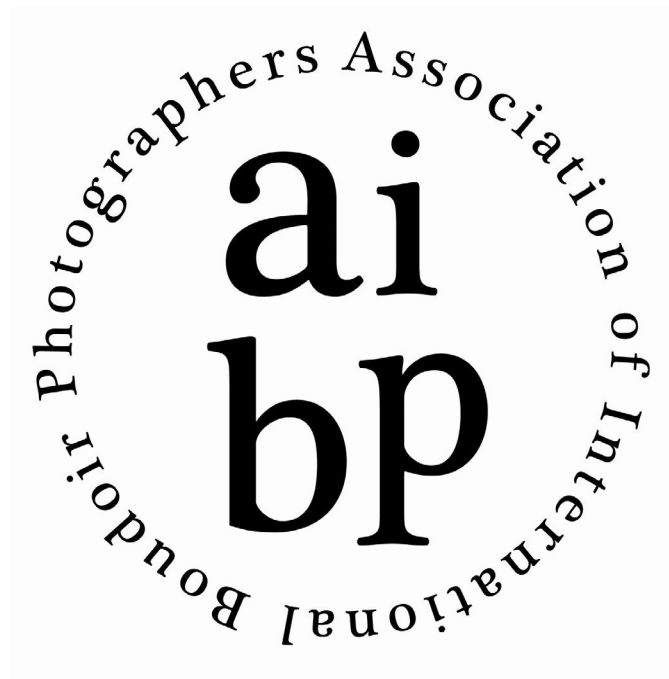
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PHILOSOPHIE *boudoir*

is a publication of



FOUNDER: Erin Zahradka

*CO-FOUNDERS: Cate Scaglione, Jennifer Tallerico,
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COVER: Agnes Fohn



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Letter from the Founder

Dear AIBP readers,

In a world where instant communication is practically required to perform any job these days, one of my favorite opportunities is to write a timeless letter in print to our PHILOSOPHIE readers.

The images we capture in boudoir photography are not typically going to be a “one-and-done” upload of portraits to a gallery on Facebook for all to see. These are intimate. The images are personal and typically only for a select viewing audience; sometimes even an audience of one.

With so many other genres of photography imitated (albeit, not all done very well) by your average Costco shopper who purchases a digital camera and self appointed themselves a “professional” - well - it is up to the eye of the beholder as to whether those images end up as quality senior, headshots or family portraiture.

The one niche that absolutely requires a specially trained professional photographer is that of our genre, boudoir photography. No matter the platform on which the numbers are measured (prints, AIBP membership, etc.) we are absolutely seeing a continued upward trajectory of our specialty.

Simply comparing year-to-year membership numbers with AIBP, we have grown by 25% and continue to receive applications each week. No, not every applicant is accepted, in fact, great care thorough vetting is not only required in our application process, but in our continual “Up-Swing” mentoring program (read more on page ##.)

With demand for boudoir photography rising, we must hold high the level of quality we expect of ourselves, and of our students and mentees. This also means, it is a given that we carve out part of each month to not only coach, inspire and train aspiring boudoir photographers.

Additionally, AIBP Ambassador relationships are in high demand with the camera, print, distribution and other vendors we work with as we partner to create unique ways in which boudoir images can be showcased for and delivered to our customers.

In recent months, we are excited to create new relationships with the following showcased vendors and their AIBP ambassadors:



FLORICOLOR USA

Now AIBP's Preferred Album Vendor. Petra Herrmann is the point-contact for Floricolor USA. Petra is their AIBP Ambassador, and their beautiful products are our main recommendation for albums and more!

MARATHON PRESS

Lanett Franko will be representing Marathon. They are an incredible support for AIBP and I look forward to seeing what Lanett comes up with for our AIBP Members! Marathon Press is the company that will be GIVING each AIBP Member who is featured in PHILOSOPHIE, a complimentary copy - so THANK YOU to them.

BAY PHOTO

Jillian Todd is our AIBP Ambassador for Bay Photo. Another great lab, Bay Photo has been an amazing support or me, personally, and I'm thrilled they're on board!

CG PRO PRINTS

Jen Swedhin is CG Pro Prints Ambassador, and we work behind the scenes with them a lot on projects. Love CG Pro Prints! Another Colorado Based Company - they rock.

WHCC

Shawn Black is WHCC's AIBP Ambassador. Looking forward to seeing what they do together - a force awaits for their depth and breadth!

SPIDER HOLSTER

BOUDOIR ALBUM

Always an AIBP favorite for our Canadian members who prefer local. Agnes Fohn and Jennifer Tallerico are their Ambassadors- and they have supported AIBP since Day One.

FUNDY

Shawn Black is also representing Fundy - we can't wait to see educational write-ups from Shawn about this company who so many use, but not all know a ton about IN AIBP ... YET!

LAMINART INDUSTRIES

Jessica Saunders is AIBP's Ambassador for LaminArt Industries. Tyler, owner of LaminArt, has been one of the most generous supporters of AIBP, and can also attest to the ROI (return on investment) in working with AIBP Members. He has seen a HUGE return in helping our members by offering amazing customer service, and products that just can't be beat. His plaques that our members get when they join (if they select one) are absolutely stunning. His metals are unbeatable as well.

Within the pages of this magazine, you can learn more about the unique offerings each of these companies are offering to AIBP members, and as well, which AIBP member serves as their Ambassador, a program we have received great feedback on since we launched it in early 2017. Please reach out to me if you have a company that makes your boudoir photography unique, and one in which you would like to serve as their point-person in a future relationship.

One of the best ways to get a jumpstart on boudoir photography education is to attend an annual AIBP retreat. We can squeeze in a few more members to our 2017 retreat in Miami over Veteran's Day weekend, from Friday, Nov 10th to Monday, Nov. 13th. You can easily find more info about the educational retreat on our website at www.AIBPPhotog.com, which includes an all-star lineup of Michael Sasser, Jen Swedhin and Petra Herrmann. In addition, Craig LaMere is giving away one special mentoring session while in Miami! Details to come for that one.

BREAKING NEWS: We are releasing a select few available seats that will require that you find your own overnight accommodations, so please reach out to our AIBP administrative liaison, Laurel Clark, at roi4aibp@gmail.com if you are interested. Laurel has taken over all coordinating duties moving forward, and as a seasoned "foodie" we will all benefit from her incredible talents as she literally already has every single meal menu planned, including her shopping lists for every store in the Miami area! Just imagine yourself hanging out with cool people, lounging by the pool, catching a cool course and participating in shoot-outs with models, all in the beautiful and sunny Miami, FL in the doldrums of late fall. (Yes, she's that detail oriented that in her editing of this letter, she confirmed Winter 2017 does not actually start until December 21st!) Ho-hum, I guess we know who will be the designated driver of our cargo van on site! Also, a HUGE thank you to Jennifer Tallerico for her work doing the initial retreat plotting and planning in the early stages, and for all who make this destination event happen each year.

As well, please continue to send positive energy to everyone going through Harvey and now IRMA... these natural disasters have taken out members' homes / studios and it is devastating to watch. The next PHILOSOPHIE Cover Contest, launching Sept 6, 2017 will help these members with proceeds going directly to helping them re-build their studios.

Given that our next issue of PHILOSOPHIE will publish in Dec, 2017 - Jan, 2018 we want to give a huge shout out to our PHILOSOPHIE Magazine Designer, Zach Damberger now in his second year with AIBP and polishing off this next issue... Each one is better than the previous volume. Even Zach is going to make it to Miami to share what he knows, and learn from the best in boudoir. Thank you as well to so many people who contribute every single day to AIBP from managing our social media accounts to our Photographer Profiles. You all juggle these duties like they are easy-as-pie, and I for one, know that's not in any way the truth. You know who you are, and from the bottom of my heart, thank you, and hat's off to an exciting 2018!

Peace,

Erin Zahradka
Erin Zahradka





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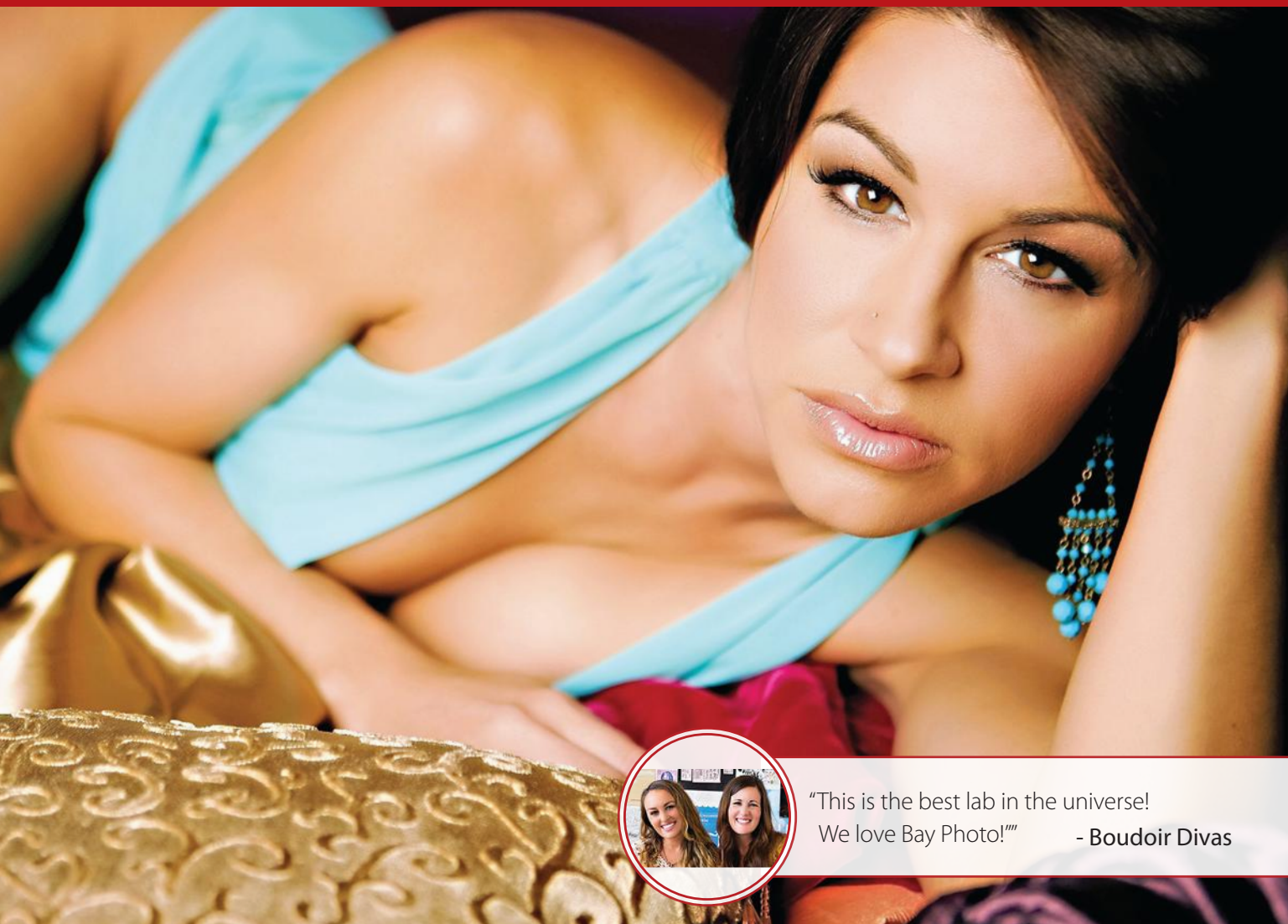
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Behind the Cover

AGNES FOHN

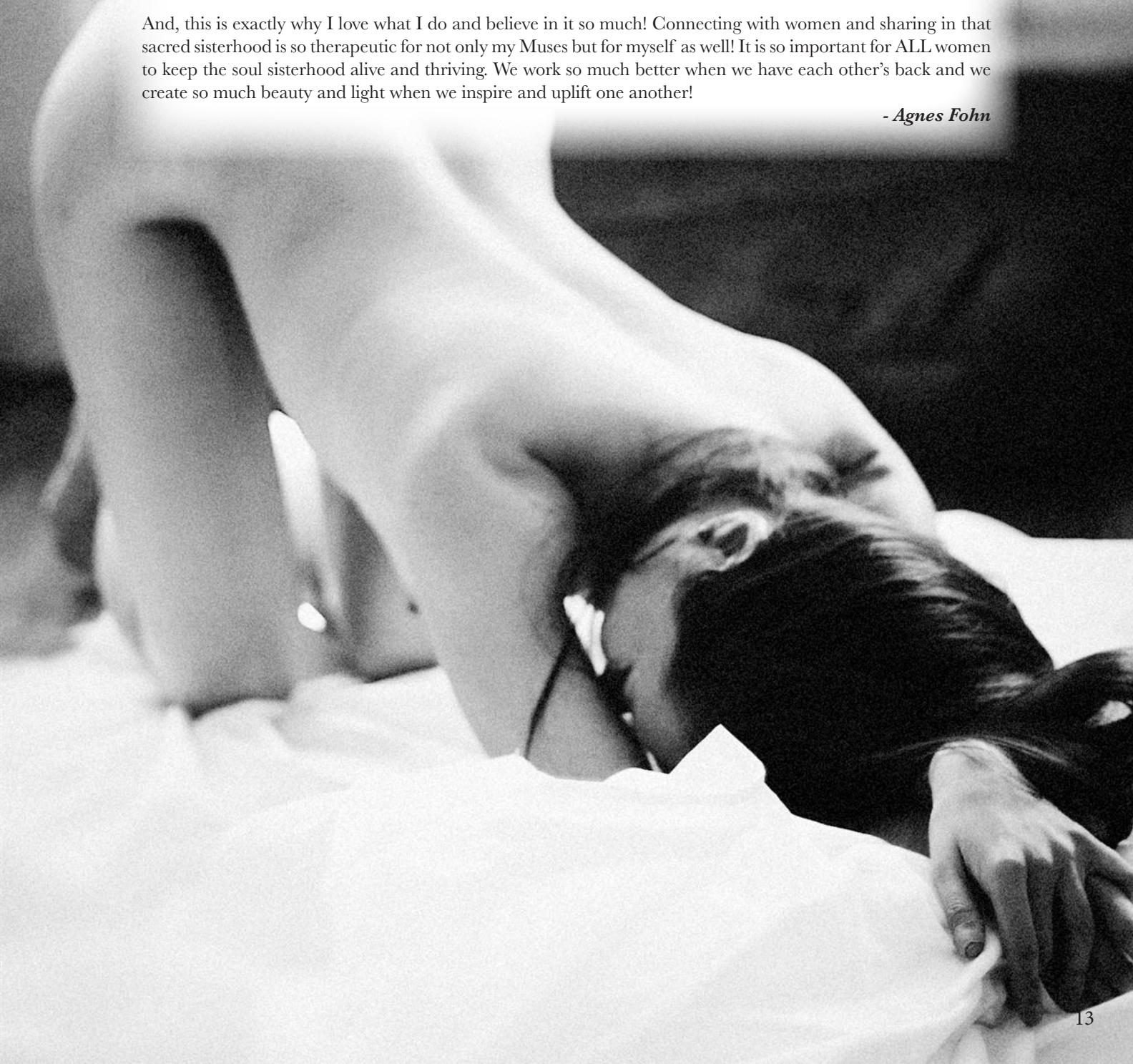



Tiffany came to me as a client (nervous and shy as most of my Muses are) and I instantly bonded with her! She had such a beautiful spirit that really started to emerge the more we got to know each other. She experienced a few hard turns in life and really was on a mission to find herself. This woman is so many INCREDIBLE things and listening to her stories and life experiences gave me so much insight into the awesome woman she is! She travels by herself and enjoys life at every turn. Always out exploring and tasting the world! We could barely stop talking, but we pulled ourselves together and prepared to create! We shot with all natural light and I was in love with the way it played on the curves of her body .

Then, as if by some mystical force, Tiffany went from being unsure to full blown out #FearlesslyAuthentic GODDESS right in front of my eyes. She let her guard down with such fury and truly opened her heart and soul for me, but more importantly, for herself. She embraced her phenomenal womanhood and celebrated every inch and corner, inside and out! It was effortless and pure magic. For the next few hours, Tiffany and I created stunning art, shared deep thoughts, and had such an inspiring afternoon filled with so much laughter and creativity! Then just a few months later, she came up to the Muse House in Sherman, CT (my second shooting location) and I set her free in the woods to frolic and enjoy her femininity! Now on top of being a returning Muse, she is also a wonderful friend that I am so grateful to have met!

And, this is exactly why I love what I do and believe in it so much! Connecting with women and sharing in that sacred sisterhood is so therapeutic for not only my Muses but for myself as well! It is so important for ALL women to keep the soul sisterhood alive and thriving. We work so much better when we have each other's back and we create so much beauty and light when we inspire and uplift one another!

- Agnes Fohn





ADVANTAGES OF IN PERSON SALES

BY TYLER LANZ

When it comes to In Person Sales (IPS) there are 2 major advantages:

1) THE CLIENTS GET TO KNOW YOU WHICH...

2) INCREASES SALES

But let us start at the beginning.

Firstly, as most of us know, the actual photographs are sometimes only a small part of photography sales. Most with notably boudoir clients, it's often more about the experience, the atmosphere, the attention to detail, the customer service, the consideration the client receives before, during and after the shoot. It's all about perceived value. It's about accurately getting the customer to perceive and understand all the value you are providing for them.

For example, a person is more likely to pay \$15 for a Daiquiri that has a strawberry / mint garnish, is served in a chilled glass with a straw, and is mixed and given to them by a professional bartender on an elegant napkin. Conversely, \$15 for a pre-made, luke-warm bottled Daiquiri at the liquor store: not so much. It's all the bells and whistles which the "In Person" experience gives the client, and in turn, gives back to you in sales.

Now, the most important part of IPS is that the client gets to know YOU. You are your best sale's tool. In person, the client gets to interact with you, they get a sense of your personality, your experience, your proficiency in photography which can not be duplicated in any manner as completely as in person. This intimate interaction and communication demonstrates to the client (consciously or sub-consciously) how not just anyone with a camera can take photographs but it takes a highly trained, tenured photographic artist to take amazing photographs.

This aspect of IPS is crucial as when it comes to the true sales portion of IPS the value of your work and skills has already been correctly and effectively communicated to the client and, therefore, will help you when it comes to "selling" (and/or upselling!)

Being able to explain to the client price structures (and the why behind them), being able to help them understand which images are superior to others from a creative/artistic standpoint, being able to connect with them face to face in front of the images you have both created is an absolutely invaluable tool and most certainly a huge advantage for you! So when it comes to our next portion, direct sales, having these extra advantages most certainly sets you up for better sales numbers.

So, how exactly does the "In Person" experience translate into sales. Well, aside from the advantages just described, in person sales (from my experiences) will most certainly always translate into more sales (or better sales) than without due to the ability to elaborate, upsell, to describe why one package or product is better than another etc. The more information the client has the better. Further, delivering this information in a concise, accurate and colloquial manner is always best.

Admittedly, it's easy to send off a pricelist, schedule, timetable, image release form, consent form, contract etc. but if the client is confused or misses something it can, and often does, lead to lower sales. It's convenience vs. profits to a certain degree.

Asking about the clients setup at home can lead to a discussion on wall art or albums. Is anyone often plagued with only selling digitals? Digitals are great, but the upsells to wall art, albums, and digitals will most certainly bump up the sales and in person, face to face, this can be more easily achieved. With bias *chuckles* wall art is a great upsell and having the client see their images daily will only reinforce the added values previously outlined; in addition, it will also be a mental reminder to the client of the added value of you taking the time to have the conversations with them: perhaps they remember a joke told, an anecdote mentioned, those awesome shoes you had on etc. etc. etc. Wall Art samples is also a great way to upsell as they can be in front of you and the products at the same time and your enthusiasm for how awesome your products are will often be infectious (from my experience).

Granted sales is not an easy thing, and not everyone a natural born salesperson but IPS is more about giving you (the photographer) an advantage and putting the odds in your favor of improving your sales numbers. By tipping the odds (no matter how slight) in your favor it will give you the best possible environment for generating sales.

Tyler Lanz
General Manager - LaminART Industries Inc.
Artist / Photographer / Printer

CAPTURING MOTION

BY MINERVA SIEGEL
PHOTOS: CAYAN ASHLEY





MOVEMENT and flow are so important when I'm modeling. I like my photo sets to tell a story, and that story is held together by the fluidity of my motions.

To avoid seeming too posed and stiff, I stay moving during my sets, only pausing for moments at a time to allow the photographer time to capture the image. I love images that seem natural and effortless, and my favorite photographs are so dynamic because of the actions captured in them. Capturing action adds so much to an image. Whether that movement manifests in the form of the wind tousling my hair or the twirl of a delicate chemise's hemline, action is clearly an effective way to add dimension to an image.

MODELS:

Give your photographers movement to capture. It doesn't need to come in the form of something obvious, like jumping or running. Play with your hair and let the photographer capture the motion of it as it falls. Swish your garments in the wind. Laugh heartily! Laughing offers so many opportunities to capture momentary movements in your posture, face and form.

PHOTOGRAPHERS:

Watch out for small actions in your subjects, and try to capture them thoughtfully. Think of ways you can add movement to images, perhaps by incorporating the fluidity of fire or water, or by creating your own perfect environment using a fan.

There are so many amazing ways to incorporate movement into photography. Go out there and experiment! The possibilities are absolutely endless.

- Minerva Siegel

GALLERY





PHOTO: CRYSTAL MITCHELL











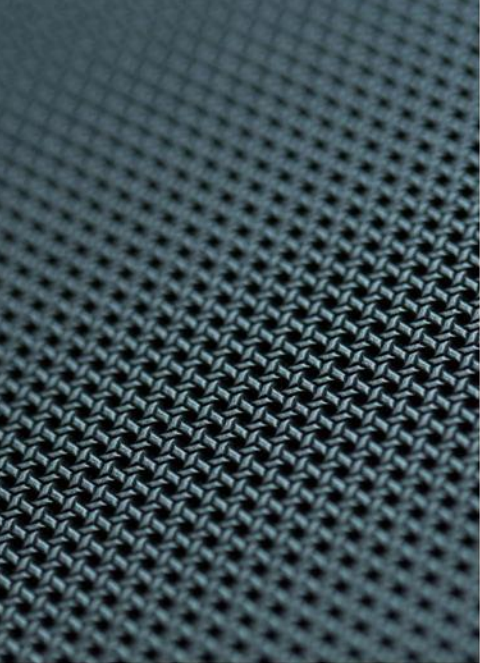
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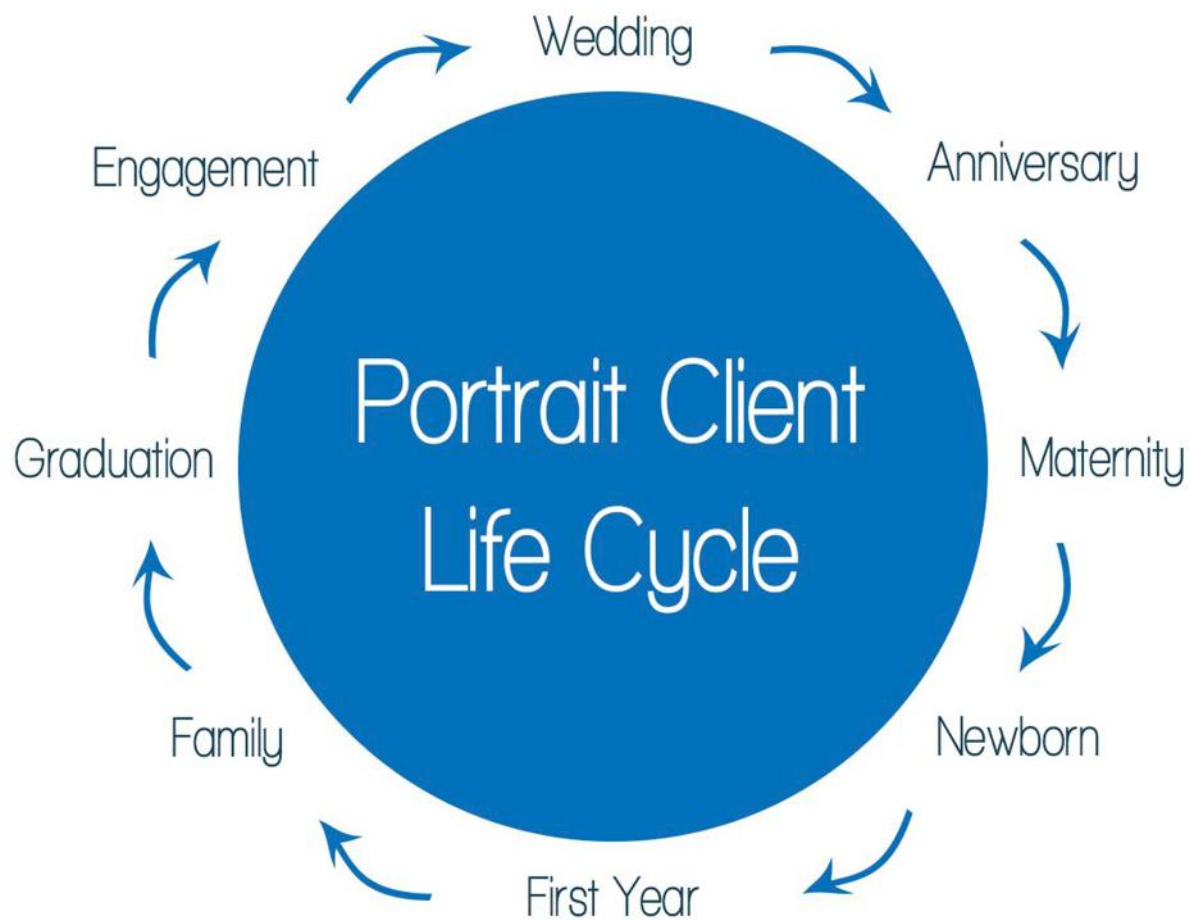


CREATING

LIFE CLIENTS

WRITTEN BY MEGHAN GARNER

PHOTO: BRADY DOYLE



As working photographers, we all have one common business goal – to get more clients in the door. There are a lot of theoretical methods to accomplish this goal, and most of them center around one core concept: the client life cycle.

This concept takes into account the fact that most clients follow a common life pattern, and if a photographer can get a client into the door to capture one major life event, she can generally keep them coming back for all future events. This method deals neatly with one major marketing problem: that getting a new client is FAR more expensive (in terms of real marketing dollars, but also in terms of time and effort) than keeping an existing one. However, it also assumes that the studio is in the business of photographing not just one or two, but many photographic niches, which makes it mostly irrelevant for the specialized boudoir studio. Or does it?

MANY BOUDOIR STUDIOS MAKE A CORE, BASIC ERROR IN THEIR MARKETING MESSAGE: THEY SELL THEIR CLIENT ON A “ONCE IN A LIFETIME” EXPERIENCE.

But why should we assume that boudoir is generally a one-time purchase?

Take a look at that client life cycle again, and think about your existing clients. How many of them came in for a boudoir session to celebrate a special life event? An upcoming wedding, an anniversary, considering starting a family, losing her post-baby weight, becoming empty nesters, getting divorced?

Do you recognize this pattern?

BOUDOIR CLIENTS FOLLOW THE SAME CLIENT LIFE CYCLE AS ANY TRADITIONAL PORTRAIT STUDIO CLIENT.

If we accept the idea that boudoir is a “once in a lifetime” investment, we’re selling ourselves short. And truthfully, we’re selling our clients short, as well. Think about your existing clients again. How many were anxious before and during their session? How many took a while to warm up, or didn’t have time to capture every outfit they wanted to try? How many decided to stick with fairly conservative photos and then expressed a desire afterward that they’d been willing to step further outside their comfort zone? Don’t you imagine these clients are just looking for an excuse to come back and do it all over again?

IT'S UP TO YOU TO GIVE HER THAT "PERMISSION."

Start selling the idea of a second session from the very beginning. You can use phrases like "next time, we should try a nude set!" or "don't worry if you can't narrow it down to just a few outfits, you can always come back!" Then follow up with clients as they approach major life events to plant the idea of a boudoir session to celebrate. Think outside the box – anything can be a great reason! A new tattoo, cosmetic surgery, a big promotion at work; anything that makes her feel sexy and confident.

Marketing to new clients is always going to be a critical aspect of your business. But don't focus so exclusively on those efforts that you neglect the existing market already on your doorstep!

TO KEEP YOUR CLIENTS COMING BACK, YOU NEED TO CREATE COMMUNITY.

Generally speaking, our clients are prone to crowdsourcing. Think about it: when your bridal boudoir client bought her wedding dress, did she do it by herself or ask her mom and sisters for their opinions first? When your worn out soccer mom client decides to spend a day at the spa, does she go alone or does she take her best friend? When your successful, career-oriented client decides to treat herself to a vacation, does she run off on her own or go on a cruise with her girls?

Our clients love community, and they often turn to said community to give them encouragement and even permission to splurge on luxury purchases. In order to ensure your client feels comfortable and excited about coming back for another boudoir session, it helps greatly to create a community that will cheer her on.



1. KEEP IN TOUCH

Take all of your client's personal information when she books her first session. Keeping in touch with her through major life events such as birthdays, anniversaries, and the like will help her feel that you're really invested in her life and create a connection between the two of you.

2. CREATE A SECRET FACEBOOK GROUP

Create a closed, secret Facebook Group for your clients. My clients absolutely love interacting in our Boudoir Addicts group, posting everything from lingerie sales to their favorite images from their sessions, and generally just having a great time. They post the day before their session when they're nervous and excited, and the day after when they can't wait to see their images. Some of them post photos or videos of their sweetheart opening the surprise boudoir album. They exchange outfit ideas and shopping suggestions and cheer each other on. It's a fabulous group that never fails to bring a smile to my face. And as a bonus, it takes a lot of the effort of calming nerves off of my shoulders. Instead of texting me the night before that she's nervous, my client is in the Facebook group chatting and laughing with other women who have been where she is and can help her relax.

3. PARTNER WITH OTHERS IN YOUR COMMUNITY

Reach out to another local photographer who specializes in the major life events that you yourself don't photograph. I've partnered locally with two photographers, one who shoots weddings, and another who shoots maternity, births, newborns, families and seniors. By working closely with these two photographers, I've effectively created a one-stop shop for all of my client's needs. Yes, she's going to have to go to another studio for her newborn photos. But by sending her to someone I've partnered with, I've taken an extra step to ensure they'll send her right back when it's time to celebrate with another boudoir session.

Also reach out to other services your clients tend to look for – Spas, Skincare, Boutiques, Lingerie Stores, Plastic Surgeons, Personal Trainers, Wine Bars – and see if they will offer your clients a slight discount or VIP package. My clients appreciate that by working with me they now have access to an entire grab bag of professional services that treat them like VIPs because of their relationship with me.

4. THROW REGULAR STUDIO PARTIES

By having a monthly event at your studio, you give your clients an opportunity to get out of the house and have some fun, and remember how fabulous being in your studio makes them feel. If possible, collaborate with other businesses in your area to make the party even more memorable – invite a makeup artist to do a lips and lashes bar, a lingerie boutique to do a trunk show, a yoga instructor to teach a few basic stretches, you name it!

By creating a thriving community, you help your clients feel even more at home in your fabulous boudoir world, and as a result you keep them coming back over and over again for more.

- Meghan Garner



PHOTO: JUDY CORMIER



PHOTO: GRACIELA VALDES

CREATING DARK IMAGERY

BY MAGGIE RIFE PONCE

IN A NATURAL LIGHT STUDIO



When we moved into our new studio a little over a year ago, we didn't realize sharing the space with a master oil painter, my mother-in-law, Ann Ponce, would come with certain perks—like learning the art terminology for our photography lighting techniques.

After taking these darker style photos, I showed Ann the results and she said with a pleased tone—“this is like chiaroscuro.”

“What is chiaroscuro?” I asked.

She immediately pulled up Google images and showed us the results. The method, widely popular during the Renaissance, has also been described simply as “painting with shadows.”

The technique: how to paint create dark images in a light natural light studio

We fell in love with this style at our first studio. The space was all white, with windows on three sides. While it was great for creating soft, airy photos, we felt limited. We wanted to make darker imagery that evoked a sense of mystery and depth, but we we're able to with our natural light conditions.

One day—eager to overcome this challenge—we got to work on finding a solution. We thought about the spaces we'd visited while traveling—Angkor Wat in Cambodia and several monasteries in France, where small streams of natural light burst through archways, creating a dramatic three-dimensional effect.

How can we create that, too?

We knew white reflects, while black absorbs. With that in mind, we pulled two v-flats (large, nine-foot foam core boards) together and created what we now call, “The Black Box,” which has a small gap between the black sides of the v-flats, allowing window light to slip in.

The moment we realized we were able to take these types of pictures, even on the brightest of summer days, felt liberating. This method allows us to select exactly what we want to highlight—the contours of the face, the curve of a hip, the contrast of a dark curl against pale skin. We took the technique with us to our new location. We didn't know it at the time, but it really is like “painting with shadows.”

- Maggie Rife Ponce



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THE ART OF

FINDING CLIENTS

WRITTEN BY SKIP COHEN

PHOTOGRAPHY BY CRYSTAL MITCHELL



So often, among photographers, if the topic of finding new clients comes up, there's silence because too many people either have no idea what to do, or they think they've found the secret and don't want anybody else to know about it.

This is the perfect time to develop a list of things you should be doing NOW, before the rush of the fourth quarter's seasonality hits! This list is only meant to be a beginning and certainly isn't all-inclusive. I'm hoping it will plant the seed for you to be more active in building your business!

Just remember, if your skill set sucks, finding clients and getting people to trust you means nothing. Any moron can get their first customer. The challenge is getting them to come back a second time, and tell all their friends. This is a word-of-mouth business, and nothing spreads faster than horror stories. But, at the positive extreme, if you've done an excellent job and exceeded client expectations, nothing has more influence than past clients talking about you and sharing your work.

Today finding clients is better described as making sure clients can find you! What good is working hard to create the finest images of your life if nobody knows who you are?

YOUR DATABASE:

Obviously if you're just starting out, you don't have much of a database. However, for those artists who have been established at least a couple of years, I'm always surprised how everyone forgets their past clients. First, come up with something you want to share - maybe it's a new style or technique, new services, a new blog or a special promotion. Second, put it in a personal letter with your signature. You've got to remind people who you are and create top-of-mind awareness whenever they think about photography. And, while email is great - a personal letter with your signature is going to get through the noise far better.

OWN YOUR ZIP CODE!

Get out and pound the pavement! Get to know every business within your zip code. Offer your services. You might be the most focused wedding photographer on the planet, but that doesn't mean you can't help a business owner in the community with a new head shot; capture images at an event for the Chamber of Commerce; or post stories on your blog about vendors in your community, etc. You only need to introduce yourself and offer to be helpful whenever it comes to anything under the imaging umbrella.

BE ACTIVE IN YOUR COMMUNITY!

The best way to get people to know you're out there is through personal contact. Get involved in a charity or two, the local school system, your church, community centers, etc. And, it doesn't have to always be with a camera in your hands - this is about being helpful and giving back.

SOCIAL MEDIA:

It probably should be first on the list, since it represents such a huge vehicle to help you expand your reach. Be active on Facebook, Twitter, Pinterest and Instagram, with topics targeting your customer base. A few years ago my pal, Scott Bourne, picked up a huge commercial job, just because he chose to follow somebody interesting on Twitter. That "follow" led to his new client seeing his images and hiring him for a specific project.

SEO AND SEM:

I can't proclaim to be an expert, but I certainly do respect the people who are! Make sure you're working with somebody who knows how to develop your website with the appropriate tags to bring you to the top of the search engines where your target audience can connect.

ADVERTISING:

It's still important, even in the age of social media! You don't need to spend a fortune, just be consistent. You need to be in the same spot of the local paper, magazine, whatever the vehicle is in your community. If you plan on running a couple of times in a week and then stopping to see the results, you're wasting your money! You need consistency for a couple of months, and advertising alone isn't enough, but needs to go hand in hand with other vehicles both in print and online.

DEVELOP A PROMOTIONAL SCHEDULE.

I've written a lot about Vicki Taufer over the years. She created a complete promotional calendar with more picture ideas for Mom than Hallmark could ever think of! Develop your own calendar of events and then keep your community up to date with each promotion. And the fall is loaded with potential for Halloween, back to school, Thanksgiving and the December holidays. Plus, images from these events becomes terrific content for your blog.

HAVE A BLOG!

I've shared so many posts on blogging, including topic ideas. This is a reminder to fill your blog with posts about topics of interest to your target audience. If it's brides, then start to develop content of interest to them. If your target is Mom and the kids, then start writing about tips to get the kids to relax in front of the camera or better yet, talk about what makes a day-in-the-life shoot so special. Give clothing suggestions, times of day, etc. And remember, if you're not blogging at least twice a week - then give it up until you have a stash of posts to help you be more consistent.

KNOW YOUR TARGET!

At least 95% of the purchase decisions to hire a professional photographer, in the portrait social specialties are made by women! So, if you're advertising in Guns and Ammo, it's a mistake! If you know your target, then you can design a look and feel of your site that appeals to that audience. Fill it with content equally appealing.

PUBLICITY DOESN'T HAPPEN BY ACCIDENT!

You need to publish publicity releases that get your name out there. Sometimes it's as easy as publishing an image of you working as a volunteer on a project with the local Chamber of Commerce. Maybe it's a program you did for career day at the local elementary school on being a photographer. The point is that you have to take the initiative to talk about you! And publicity isn't exclusive to print media. Build an email base of key people of influence in your community, organizations with a connection to a need for photography, online targets like forums and websites of interest to your target audience. Check out companies like newswire.com for their expertise to help you spread the word.

NETWORK, NETWORK, NETWORK!

You've got to talk to other vendors in the community and work together to hit your target. Look for partners who might want to share the cost of a direct mail piece for example. A wedding photographer together with a florist and travel agent make perfect partners.

SET UP A NETWORKING LUNCHEON.

I've repeatedly written about this in the past. Find a good solid cheap place for lunch that has a private or semi-private room. Then invite every business in the community having an interest in the same target audience. If you're a wedding photographer, for example, then it's going to be anybody in the wedding business, which includes, bridal salons, caterers, travel agents, florists, limo companies, bakeries, music promoters, tux shops, wedding planners, venue managers, and salons. Come up with a flat fee for lunch and then invite them to join you once a month. Imagine the network you can build sitting between a florist and a bridal salon!



DIRECT MAIL IS BACK WITH A VENGEANCE.

Design a postcard and then mail it once a quarter. Check out Marathon Press for any of their marketing continuity programs. For example, here's the link to their program for seniors, which I just wrote about recently.

BUY A LIST AND KEEP BUILDING YOUR OWN DATA BASE UP TO DATE.

There are hundreds of companies selling lists all sorted by lifestyle topics and zip codes! And, keep your own data base up to date. Every wedding you photograph has the potential to provide children and family clients down the road. Keep in touch with your past clients!

THANK YOUR PAST CLIENTS:

Follow David Ziser's idea and do a free portrait sitting on the first anniversary of a past wedding client. Imagine the word-of-mouth horsepower when a bride tells her friends about her photographer remembering her anniversary. Dean Collins used to do something similar. For example, he'd contact the president of a company whose annual report or catalog he photographed and as a "thanks" do a free family portrait for the holidays. This is all about relationship building - your strongest marketing tool.

I started this by writing it's not an art form, but it does take work. No deep thinking rocket science - just time and planning. The customers are out there, but you've got to make sure they know who you are, where you are, and how to find you!

The goal for your business should be to thrive, not just survive!

- Skip Cohen



CLIENTS: DRESS DOWN WALLS: DRESS UP!

BOUDOIR WALL ART BY: LAMINART INDUSTRIES



PHOTO CREDIT: CRYSTAL MITCHELL - WWW.LLLBOUDOIR.COM



LAMINART INDUSTRIES - "FOR PHOTOGRAPHERS, BY PHOTOGRAPHERS"

WWW.LAMINARTINDUSTRIES.COM

A romantic couple embracing in a bathtub. The man, with short brown hair, is leaning over the woman, his eyes closed in a tender expression. He has a tattoo on his left arm. The woman, with long, wavy red hair, is leaning back against him, her eyes also closed. They are both unclothed. The background shows white curtains and the white rim of the bathtub.

COUPLE'S BOUDOIR

Saves Relationships

WRITTEN BY: CRYSTAL MITCHELL

PHOTO: JESSICA RAE

We have all seen the memes and the jokes about sex after marriage. The diatribe that marriage kills the mood may not be 100% accurate, however take two busy people with busy work schedules, add a child or two and, over time, your priorities change. Before you even realize it's happening you and your mate go from an avid and adventurous entertainment in the bedroom to being roommates that happen to sleep in the same room.

I am not saying this change happens overnight, and marriage is not always the variable that starts the shift. People who live together, love together and raise children together may not be married, but still face the battle of time... Not enough time, complacency and taking your significant other for granted.

Realizing that your sex life has vanished may not be difficult, but fixing the situation can be tricky. There is often a social barrier to talking with our partners about our sexual needs, desires, and fantasies. It can be difficult to bring these up with your partner. We fear being judged, perceived as “kinky” or too critical of our mate. How to broach this sensitive topic? There are a million books, suggestions, Cosmo lists, quizzes etc., but I can only tell you what worked for me... A couple's boudoir photo shoot.

My partner and I were aware our sex life had lost some of the passion, variety and spontaneity of the early days of our relationship. One solution was to attend the Taboo Sex Show at the BMO center. This seemed like a good idea for both of us to expand our comfort zone and stimulate a discussion. As we wandered through the booths, neither of us was comfortable talking about the various toys, contraptions and even clothing that may bring some spice to the bedroom. Eventually we wandered up to a booth with a live photo shoot that took my breath away. LLL Provocateur was shooting a couple live, and it was hot! My partner and I paused, stared and watched for some time. We did not know the couple, but their passion was palatable, the photos gorgeous, and instantly I wanted what they had!

I asked my partner, “Would you be interested?” He looked surprised that I would ask, but after a second came back with, “Hell, Yes!”

I cannot describe to what a breakthrough this moment was for us. From the moment we booked the shoot, we started talking and planning what we wanted in the photos. The floodgates of communication were opened as we started shopping for lingerie together and for the first time, my husband bought me sexy underwear that turned him on. After our consultation with Crystal we started to really look forward to the shoot and even tried posing together, talking about how we liked to be touched, the parts of our bodies we found sexy, and so much more that had seemed taboo to discuss previously.

The day of the photo shoot was amazing. I have never felt sexier or as desired by my husband. The experience cannot truly be described, but I will say it was the equivalent of hours of foreplay and a game changer for our sex lives go forward. The images we chose on reveal day bring back the experience vividly as an amazing reminder that we are a hot, sexy couple.

Since the photo shoot, there are no taboo topics. We openly discuss what we like about the photos, what we found sexy, how we would spice it up for the next one. I now laugh at the memes about a sexless marriage - not my marriage! We have re-prioritized our evenings to have date nights and play out our fantasies.

If you think you might be interested in rekindling your sex life with your partner, if you want to open up and start talking about your fantasies, if you want to add spice to your love language... a couple's photoshoot is an amazing place to start!

PHOTO: JESSICA RAE



A UNICORN OF A SHOOT

PHOTOGRAPHY: ELIZABETH ZIMMERMAN
MAKEUP: LAUREN TORRES
MODEL, HAIR, & WARDROBE STYLIST: SARAH SWOFFORD



Here in AIBP, we always love a unique photo shoot. Here's a very interesting submission from Elizabeth Zimmerman and her team. What a unique and interesting concept that we honestly didn't think I would see in the world of boudoir. We hope you enjoy this gallery as much as we did.





FIVE WAYS FOR FAMILY PHOTOGRAPHERS TO TRANSITION TO BOUDOIR

By Jenn Bruno Smith
Skip Cohen University

Being an established family photographer is one thing, but boudoir photography is a world of its own.

Looking to make the leap?

You'll want to take a good look at your overall business structure — from social media, to your portfolio. By following these five insider tips you'll be well on your way to joining the world of boudoir photography.





1. SEPARATE WEBSITES & SOCIAL MEDIA - BUT MAKE THEM COHESIVE

If you're going to make the jump from family to boudoir photography, your client pool will be different (even if a few clients overlap). Make sure to have separate social media and website pages for your different photography styles. This will keep clients who are interested in one, from being distracted by the other. Trust me, someone who is 37 weeks pregnant does not want to see a client in lingerie. It will help if the two brands are cohesive though. My websites, brands, and logos are different but have the same aesthetic look. Potential clients can move from one website to the other seamlessly.

2. HAVE A CONSISTENT PORTFOLIO

The key to a good photographer is finding your style, and sticking to it. One of the biggest mistakes I see new photographers make, is putting up work that's inconsistent. Find your style, and own it; whether your photos are warm, cool, matte, or sharp. Once you find your style you'll find more clients will inquire and book. Clients want to know exactly what they're getting when they're booking you. It's a win-win!

3. ONE SIZE DOESN'T FIT ALL

Marketing is vastly different for boudoir photography, compared to photography targeted at families. Make sure you gauge your target market for each, before you move forward with your marketing strategy. This means making sure you pinpoint your tone, message, and any promotions to fit your audience. And speaking of...

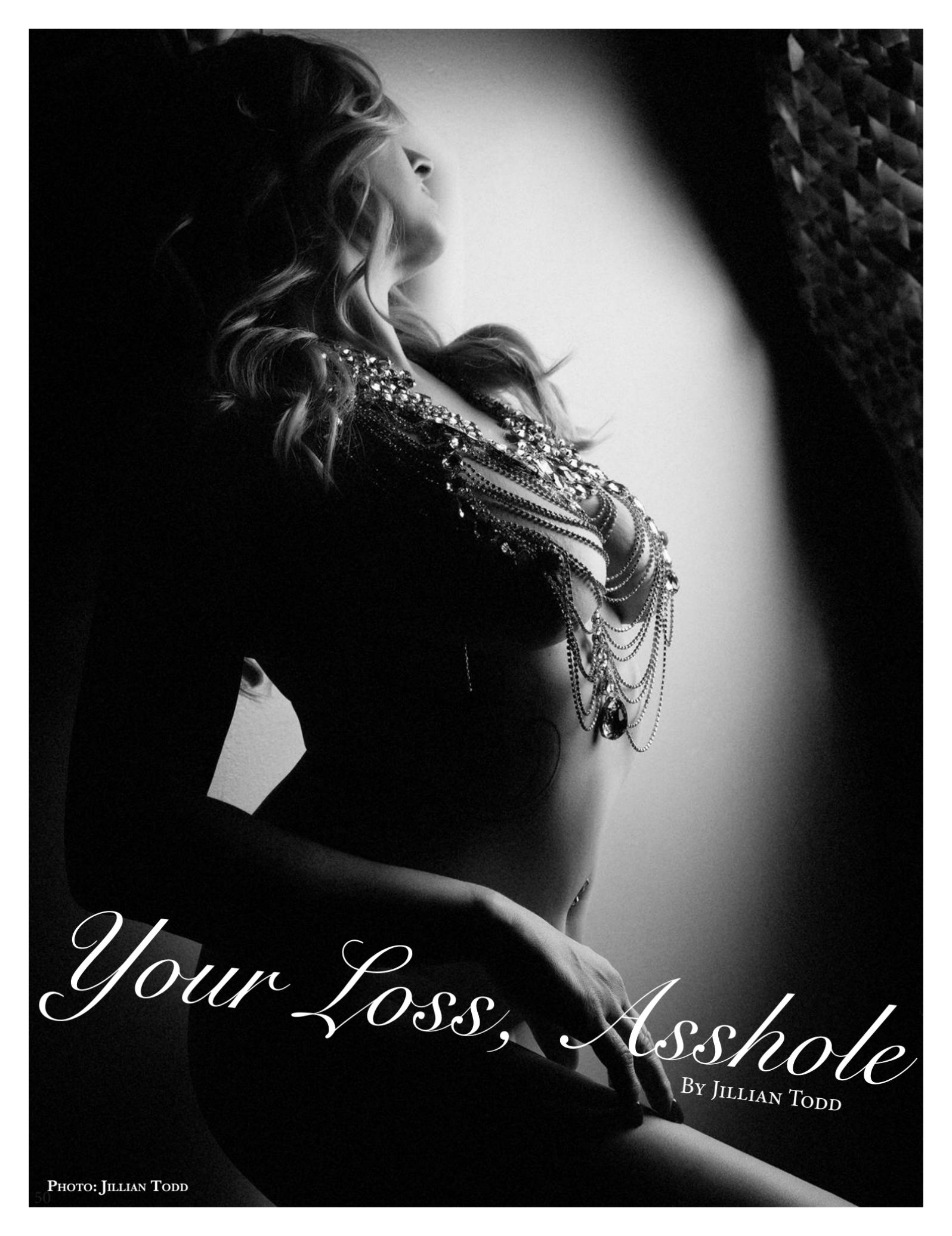
4. DO YOUR HOMEWORK

Whether you're trying to reach brides who want to give a glamorous gift to their loved one, or reaching out to that soccer mom who wants to invest in some self-care; take some time and really do your homework on who your ideal client is. This will help better target your marketing, and will help you place your business in the right environment to attract new clients.

5. SHOOT YOUR BLISS, BUT DON'T FORGET WHERE YOU CAME FROM

In order to be successful at boudoir photography you do not have to stop shooting everything else. After all, brides can become moms who then have families and children who need photos taken and your family clients may become your boudoir clients one day. Don't forget your most powerful marketing tool is word of mouth, and every client has the potential to bring you more business.

If you are thinking about transitioning or not, as a photographer, remember that it ultimately comes down to you taking the time to get to know your client. Whether that's before, with targeted marketing, or after they've booked a shoot, your ability to connect with people is what will make your business thrive.



Your Loss, Asshole
BY JILLIAN TODD

PHOTO: JILLIAN TODD

When Ms. W contacted us for a Folsom Boudoir photography session, she had in mind a special, for-his-eyes-only Christmas gift for her man. Unfortunately, the relationship took a turn for the worse the night before her session, but we were able to prove the point that, ultimately, a Folsom boudoir photography session is for YOU, even if it is “for him”.

If you could give your photo session a title, what would it be?

Your Loss Asshole!

What was your biggest fear before your boudoir photography session? Did it come true, and if not, what happened instead?

What I probably feared the most was thinking I would be too self-conscious and not comfortable in front of the camera, because I knew it would reflect in the pictures. I have never done anything like this so I was a tad out of my comfort zone and on top of that, I had a horrible day before and didn't sleep well at all. Basically I felt like I was a hot mess.

But after hair and makeup, and a glass of bubbly I was in much better spirits! The hair and makeup artist did such an amazing job and what she did looked flawless....the kind where you stop and to a double take in the mirror and say, “Daaaammnnnnnn....”

I was still emotional from the night before and not too long into the shoot, Jillian stopped and had a “girl pep talk”... if you may...that caught me off guard. She had such a warm approach and genuinely cared. She gave me some advice I will honestly carry with me forever. And from then on, the rest of the shoot went amazing and we had so much fun. I started out so shy and always covering up and by the end I had no problem walking around in my birthday suit.

What, specifically, was your favorite part of your boudoir photography session, and why?

My favorite part was Jillian making her “meow” sex kitten noises (you'll know what I'm talking about if you meet her) when she got a great shot. Then she'd only show me a limited few pictures to keep them a surprise but I kept saying, “That's not me!” but Jillian reassured me, “that's you, that's you!”

What advice would you give to someone considering booking a boudoir appointment?

GO FOR IT! It's not just a photo shoot, it's a life changing experience. It really is.

What types of negative things (if any) did you tell yourself before your session (i.e. I don't look like a model, I should lose x lbs, I have stretch marks, too old, etc.)?

Stretch Marks, being thinner, wanting to hide “this and that” in the pictures with certain poses. And I would never publicly admit this, but the pictures speak for themselves.

What did your boudoir experience do to silence those doubts?

Jillian can sure work a camera and has such an eye for this it's crazy and she'll tell you to move this way or that (and sometimes will make you feel like a damn Ostrich!) But she knows what she's doing and the pictures come out looking so beautiful.

She isn't just a professional photographer, you can tell she has a passion for her work that inevitability shows. She's so sweet and makes you feel so comfortable and truly embraces you as a woman no matter what “flaws” you think you have.

-Jillian Todd

Letter from the Editor & Designer

Hello everyone,

First of all, thank you for taking the time to read and enjoy this magazine. A lot of hard work and teamwork goes into creating this magazine so I'd like to thank all the members of AIBP and everyone who submitted photos and articles for this issue.

As Erin mentioned in her letter, the AIBP retreat in Miami is coming up and we have some amazing people attending and teaching. Jen Swedhin will teach us how to incorporate shooting intimate male portraiture into already-successful boudoir businesses, Petra Herrmann will show us an in-depth approach to shooting couples boudoir, and Michael Sasser will go over how to effectively shoot client testimonial videos to build a stronger trust than competitors. We hope you are as thrilled as we are to have some of the top photographers in the business attending to learn from.

In addition to the upcoming retreat, the next issue of Philosophie will also be the 10th issue! I'm very excited to announce that along with the brand new AIBP website (aibphotog.com) some exciting additions will be coming to Philosophie as well. So stay tuned for that!

I personally wish to you all the best and most productive year to date and I am looking forward to seeing some of you at the AIBP retreat in Miami this year!

Cheers,
Zach Damberger

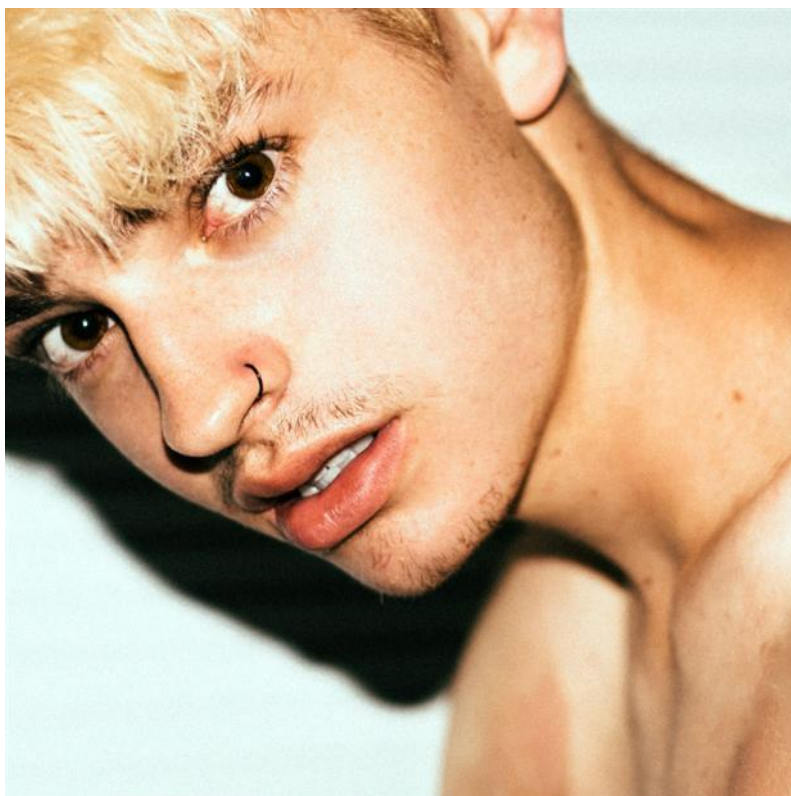




PHOTO: ZACH DAMBERGER

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