

The
Inner
Circle

Member Exclusive Training Workbook

*Using Styled Shoots To Get Featured On Blogs
& Book More Weddings
with Guest Expert Alexis Accomando*



Learn



Examine



Integrate



Execute

The Inner Circle

Step 1



Learn

Listen to the corresponding Inner Circle Training Using Styled Shoots To Get Featured On Blogs & Book More Weddings. You can find this training at <http://www.evolveyourweddingbusiness.com/styled-shoot-training/>

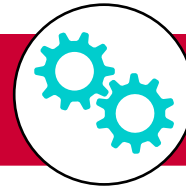
Step 2



Examine

Get rid of any distractions & review the content provided in your workbook as you listen to the podcast.

Step 3



Integrate

Complete the exercises in this workbook to internalize the information and determine how you are going to integrate what you've learned into your business.

Step 4



Execute

Follow the steps on the Action Steps Checklist to put what you've learned in action in your business. Learning new things is great, but learning & taking action on those things is much better.

Step 2



Examine

Using Styled Shoots To Get Featured On Blogs & Book More Weddings

A lot of wedding professionals do styled shoots and they are great but I see a lot of people doing them without being intentional about why they're doing them and how they will bring them more business. You know I am all about being intentional & our guest expert is too. She is an event planner & designer who has figured out how to use styled shoots to get featured on blogs and book more weddings.

Meet Alexis Accomando

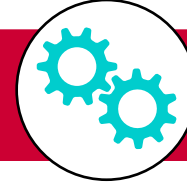
Alexis Accomando of **The Little Things** is a Boston event planner & designer. She is one part hyper-organized event planner, one part design enthusiast, and one part detail fanatic. Alexis has been featured on blogs like **Wedding Chicks**, **Ruffled** & **Style Me Pretty** multiple times for her styled shoots and as a former project manager, she has a very results-driven & systematic way of approaching styled shoots.



THE *little* THINGS

Event Designers. Vision Curators. Party People!

Step 3



Integrate

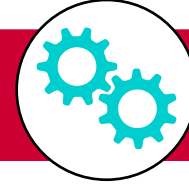
Follow the Steps:

Step by Step Guide for Executing a Successful Styled Shoot

1. Determine the goals for the shoot. *What are you hoping to accomplish with this shoot? What will success look like and mean for you?*

2. Find inspiration for and conceptualize the shoot by starting to write words or create sketches that emulate your vision for this shoot. *What elements of your services do you want to showcase? Create an inspiration board and be sure your shoot speaks to your target but also make sure that the end result is within your range of style and services.*

Step 3

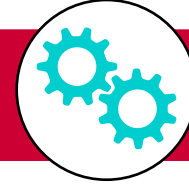


Integrate

3. Partner with amazing vendors. *Brainstorm which photographers will you reach out to? If you are the photographer, what vendors will you reach out to? Team up with creative partners who will fit in with/elevate the design concept. Tip: See whether the blog you're aiming for has a "vendor love" section, or something like that. If they do, and the vendor is a good fit for the vision, start by reaching out to these affiliated vendors first!*

4. Finalize design elements, source materials/décor items, secure rentals. What additional elements do you need to acquire? Who is bringing what to the shoot? What last minute things do you need to finalize?

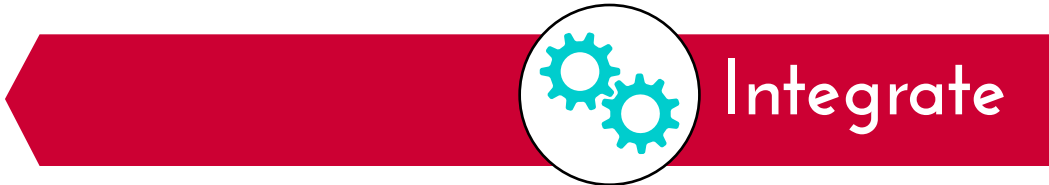
Step 3



Integrate

5. Generate timeline and provide to all partners the week of the shoot. (*See our printable template*)
6. Day of: set up and style, and shoot! *Tip: Make sure you've chosen a point person to bring lunch/snacks.*
7. Wait with anticipation as the photographer processes the images.
8. The best part: receive, review and select the images!
9. Read the submission guidelines for the blogs you wish to submit to for publication, and prepare your submission according to the guidelines, including:
 - *Going through the images with the photographer and selecting which images to submit*
 - *Making a list of contributing partners' information: contribution, company name, website, etc.*
 - *Writing a blurb about the shoot. If you haven't done this before, go through some on different blogs to get a sense of how to put one together.*
10. Have the photographer send in your submission according to the site's submission guidelines, and cross your fingers!
11. If the shoot gets picked up, email your partners letting them know the good news!
12. Be sure to have a corresponding blog post and social media posts ready for when the feature runs, so you can point your fans that way.
13. Send a thank-you note, preferably handwritten, to the blog thanking them for featuring your work!

Step 3



Create a Time line for your Shoot: Use the template provided to assemble all the time line for your shoot to make the best use of your day.

Shoot Date: _____ Shoot Location: _____

Vendors Participating: _____

7:00am -

8:00am -

9:00am -

10:00am -

11:00am -

12:00pm -

1:00pm -

2:00 pm -

3:00pm -

4:00pm -

5:00pm -

6:00pm -

7:00pm -

Step 4



Execute



Action Steps Checklist:

- Determine goals for the styled shoot
- Define success metric
- Envision, collect inspiration and conceptualize the shoot
- Make list of vendors you want to work with
- Invite vendors to participate and coordinate shoot date
- Source materials, props, stylists, rentals etc...
- Create a timeline of the day & distribute to participants
- Make sure any models involved (even friends) sign a model release that allows you to use the images for your business promotions.
- Set up & execute the shoot
- Review image and select choices for submission
- Submit images to desired media/blogs as per submission requirements
- Let participants know if shoot gets published
- Create corresponding blog post to share the publication with your audience
- Thank participants for their hard work and help

Need Help?

Feeling Overwhelmed? Need Help? Wanna Dig Deeper?

My ***Book More Weddings Academy*** will guide you through my proven 4 step system for booking more weddings without the struggle & stress. **CLICK HERE to Learn More** <http://www.bookmoreweddingsacademy.com/>