



Boutique Baby Photography: The Digital Photographer's Guide to Success in Maternity and Baby Portraiture

Mimika Cooney

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Acknowledging that there is much more to building a successful photography business than taking great pictures, this manual shows how to build and run a thriving boutique baby photography studio. All aspects of the business end of a studio are explained, from designing an advertising campaign and planning a successful sales cycle to establishing effective operational and customer service processes. In addition to the back-office details, strategies for creating stunning images—including working with emotional moms-to-be, nervous first-time parents, and finicky babies—are clearly presented. The low-volume, high-dollar nature of a studio specializing in baby photography can be challenging, but this road map to success will keep photographers working with clients from the first pregnancy shot to the first day of school and beyond.

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