
OVERCOMING FEARS & OBJECTIONS

Before our ideal clients become our actual clients, we have to take a minute to think about the fears and objections they might have when working with a professional photographer. The reason we need to do this is to put them at ease and help them overcome those fears by addressing them from the start. We want to build trust, and this is a great way to start.

1. List out some fears/objections you feel your ideal client might have before working with you.

2. Start to think about how you can help them to overcome these fears/objections and move forward. What steps can you take to make the process as easy and stress free as possible?