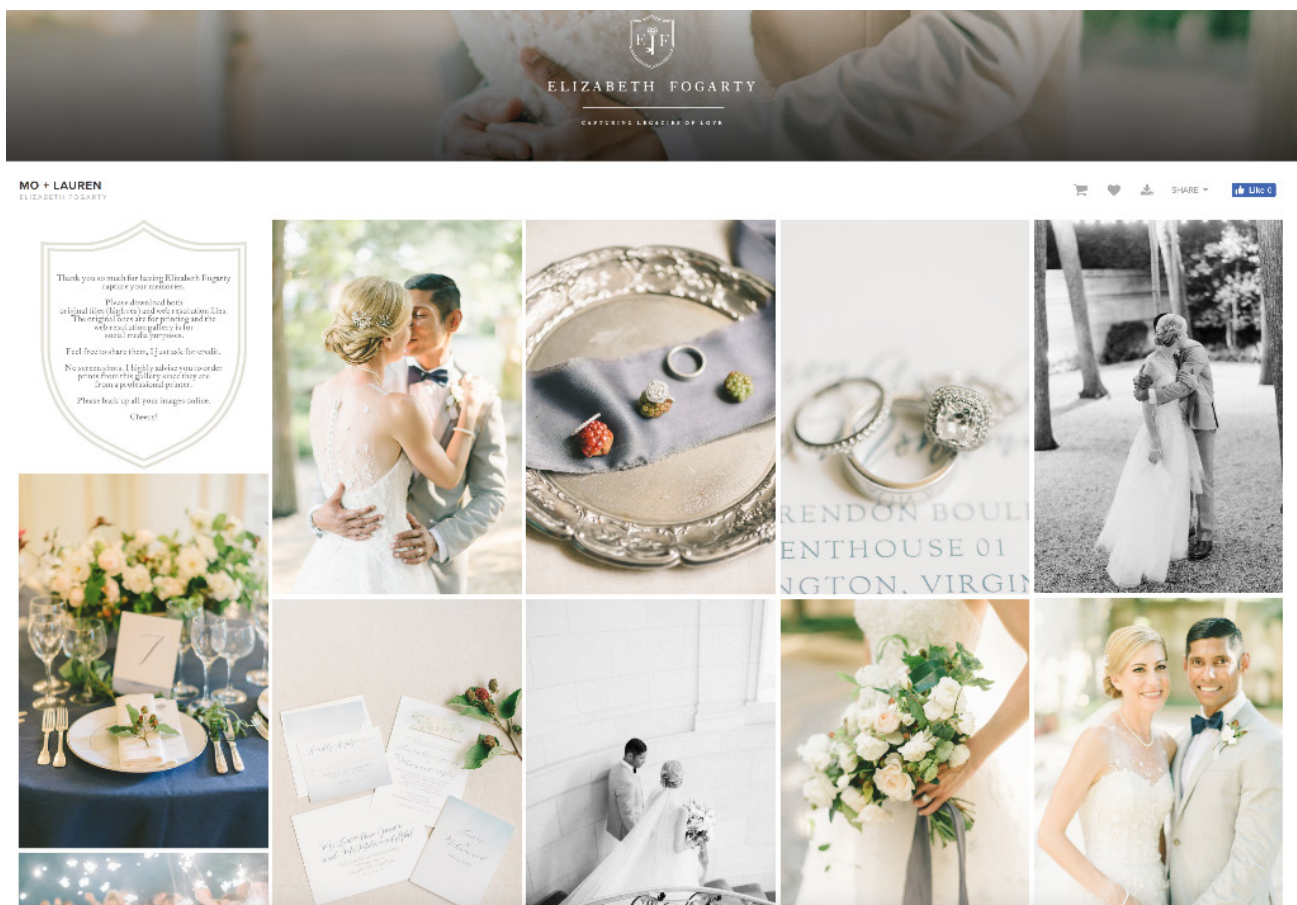# ELIZABETH FOGARTY

*capturing legacies of love*

# FOUR EFFICIENT TOOLS TO STREAMLINE YOUR WORKFLOW

Remember when we left our full time corporate jobs in hope of freedom? Hey, we are now our own bosses so that means more time for travel and family, right? WRONG! We spend the minimum of 8 hours shooting a wedding, only to come home with thousands of images that need to be culled and edited, which means days sitting behind a computer. Well, that does not sound very freeing at all. Read below to find out the three most efficient tools that changed my business and allow me to be done with a wedding in 5 hours (SAY WHAT?!) and delivered in less than a month.

## 1. PHOTO MECHANIC

Can you believe I used to actually bring all my pictures into Lightroom and cull in there? First of all, it takes a couple of seconds to move from image to image and more when you delete one. This adds up to A LOT of time. Photo Mechanic loads all images super fast and allows me to cull by just pressing "T." Then, all you do is highlight all images and drag them to Lightroom. VOILA!



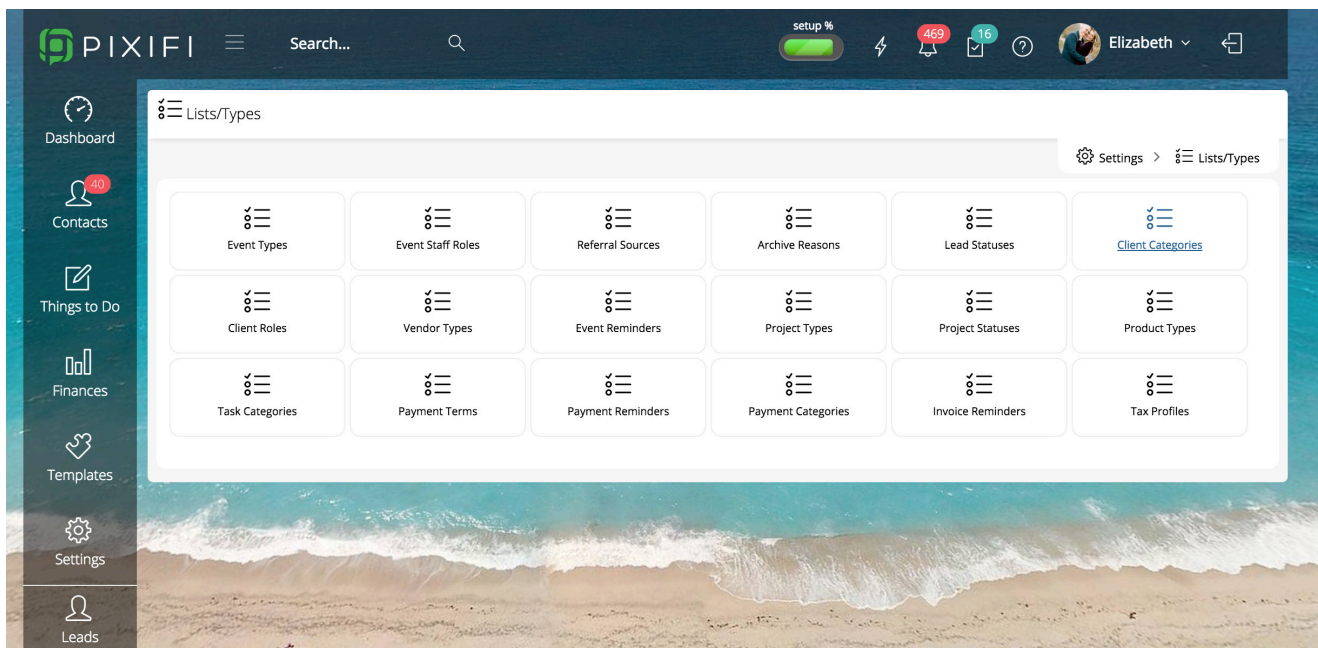## 2. PIXIESET

Delivering your finished work to your brides is the final and most important step as wedding photographer. My favorite thing about Pixieset is the editorial layout. I make sure that the first page my clients see are highlights, which are my favorite images.

Instead of organizing the images chronologically, I make it visually more appealing with lots of details and various compositions so it is not repetitive. I also use the first picture as instructions for clients and friends they share their gallery with. PS- don't apply a filter!



CHECK OUT PIXIESET



## 3. PIXIFI

With so many deadlines and moving pieces to keep track of, I need a robust studio management tool to streamline the way I communicate with my clients. Pixifi helps me manage clients, events, online booking, appointment scheduling, workshops, contracts, and so much more. It's truly a one stop shop to consolidate my questionnaires, invoices, and workflow.

GET PIXIFI

## 4. RAW DIGITAL LAB

I saved the best for last. Last year I decided to make a big change in my business and find a lab to edit my images. I found myself spending days behind the computer editing my images when all I had to do was apply my preset and fix white balance and exposure. I wanted to spend more time as an artist and entrepreneur instead of tied down to my computer. Is it an investment? Yes. But if it allows me to shoot a couple more weddings per year or to spend more time with my family, it's worth it. I am excited to announce that I have partnered with RAW Digital Lab to get all my newsletter subscribers 25% OFF their first wedding. Just mention **Elizabeth Fogarty 25%** in the "how did you find out about us" section of the contact form.

**ELIZABETH FOGARTY 25%**

With the tools above, I am now done with a wedding in about 5 hours and able to deliver a wedding in less than a month! Go back to what inspired you to own your own business. Was it to spend more time with you kids? Was it the freedom? Or was it to have more time to travel? (ME!) If you are sitting behind computer, you are not doing any of the things that motivated you to leave your nine to five. It's time to take control and run an efficient business so you can actually work to live and not live to work.



## ELIZABETH FOGARTY

CAPTURING LEGACIES OF LOVE

Are you ready to take your photography business to the next level? We have monthly newsletters with tons of material + advice for your wedding photography business. Subscribe to the newsletter.