



for Senior Photographers

HOW TO POSITION

yourself as the
GO-TO PHOTOGRAPHER

MESSAGING that attracts
DREAM CLIENTS.

www.paigepphotography.com/coaching

IMAGES + MESSAGING = IMPACT

We're photographers which is a huge bonus when it comes to creating a brand that attracts your dream clients.

So often though, I see the other half of the equation missing. **Messaging** which requires tapping into emotions and telling a story about your images.

Below are examples of common captions that, with some simple Mad Lib style tweaking, go from meh to that's the photographer for me!

This isn't only for social media but for all of your marketing: website, email, checkout pages...

Create a word bank of adjectives, references and catch phrases that reflect you and your brand.

Tap into emotions. Your emotions, mom's emotions and the seniors'.

Tell a story.

You'll find that over time messaging becomes easier and your dream clients will seek you out.

You're a Photographer with a creative vision and voice. Have fun with it!

01

FUN:

“It was such a fun session”

This is a big one! What’s fun for you isn’t always fun for another. What’s your idea of fun?

We were [Set the scene in one of the locations you love to shoot in] and then this happened [One action that was fun for you and your client] [client’s reaction] and I [your reaction].

That’s one of the best things about a senior session with me it’s [adjective referring to fun that best describes above situation] which is why people like [client’s first name] book me.

It also gives you [adjective of the style of photography you shoot] senior portraits.

CTA

www.paigephotography.com/coaching



fun
example

“It was golden hour. This gorgeous field was screaming our names. And the No Trespassing sign wasn’t an issue. Right? RIGHT! So we jumped.

THAT is what it’s like to have a senior photoshoot with me. It’s always an adventure. We’ll most definitely be laughing (and moving). But best of all...the images you have will be stunning and natural looking with you feeling like you can jump 10 more fences looking like a rock star.

That’s what memories are meant to be...unforgettable.

[Now, who’s ready to jump?!

02

OUTFIT

“Love X’s outfit”

If you want to talk about styling then do it with feeling and/or why you chose the location based on the styling.

[client name] walked in with this outfit and It was [1-3 adjectives: make them descriptive]. I knew just where to photograph her in this [describe why the location works]. The way [client name] [specific action or expression], this session was all about [mood, emotion].

CTA



outfit *example*

Juliet had a closet to drool over. You know I love mixing high and low, well, Juliet walked in with her distressed leather jacket and sparkly, twirly Free People maxi dress. The colors and sparkle was a perfect match for the field. Juliet couldn't help but start twirling. She became lost in the moment. I watched her spin off all the school stress and into weightlessness.

I love nothing better than getting my senior lost in the moment.

Who wants to start making senior memories?

03

Sweet/Sentimental

“Such a sweet session.”

I’ve seen this a lot and the seniors I work with don’t want sweet BUT the moms do. This is an opportunity to direct this to their moms.

Mom, This one’s for you.

It’s [adjective for sweet but more descriptive] moments like this [describe one aspect in the image that has you feeling X emotion] thinking [typical thought from a mom]. When your senior is off to the next stage of their life these are the images you’ll [verb].

CTA



sweet/ sentimental *example*

It's a tender moment like this when she's tucking her hair behind her ear just so, that has you feeling bittersweet, thinking where did the time go? When your senior is off to the next stage of their life, these are the images you'll go back to time and time again.

Let's stop time.

Tag your mom and/or favorite mom, because she won't want to miss this.

04

LOCATION

“X’s senior session at the beach”

**Why did you choose that particular location,
What makes it special/unique that fits with
your brand?**

The [specific feature of the location: ocean, cliffs,
etc- set the scene.] making this senior session
[adjective]. [Client’s name] looked [adjective].
[name a specific action/pose in that setting which
points to why you were there]. The [lighting/time of
day/season] added [emotion/feeling] to every shot."

[if mom was at shoot mention her reaction]

CTA

location *example*

A woman with curly hair, wearing a bright pink, flowy, spaghetti-strap dress, is running through the surf on a beach. She is smiling and looking towards the camera, with her right hand touching her hair. The ocean waves are breaking behind her, and the sky is a clear, pale blue. The overall mood is joyful and serene.

The tide was going out extending the beach into a reflective mirror making this senior session magical. Lanie was literally glowing. I asked her to run through the surf in her flowy, Free People dress and she couldn't stop giggling. Neither of us wanted the day to end, so we continued until sunset. A perfect summer night at the NJ shore.

CTA Who's ready to run through the surf?

P.S. Mom was beaming on the sidelines close to tears.

05

FEATURING

“Introducing XX, class of XXX”

Stating the senior’s name, class of XXXX is easy but easy probably won’t attract your dream clients.

[Client’s name] brought [adjective] energy to this session at [location]. From [specific detail about their outfit/pose/expression] to [something special about the moment], this shoot was all about [theme or feeling you want to convey].

This was one of [teen] and her mom’s favorites because [REASON](ensure image is their favorite - it’s a question to ask at their gallery reveal, make notes and use them)

CTA



featuring *example*

Sara wanted to feel confident during her senior session. I think she achieved that and then some!. From the way she settled in so quickly to how she looked straight into my lens from the very first shot, Sara was fearless. Capturing this reflected back to Sara that she IS confident, fearless and ready to take on the world.

This was one of Sara and her mom's favorite because she looks so at ease and yes, confident.

Who wants to feel confident and fearless?



I was a children's/family photographer for 3 years and it was draining even though I LOVE being a photographer.

I hired a coach to figure out what I needed to do and discovered (to my surprise) through personal branding work that I really wanted to be a seniors photographer.

I started a senior photography business in a market that had no idea what that genre was. People thought I was photographing senior citizens. I leaned hard into building a brand and portfolio to match, as a result, I've been published, have people throughout the US booking me, I earn a high rate and absolutely love the clients I work with.

Now I want to guide you to your own version of success through building your personal brand so that you're, photographing in the style that you love while consistently booking and earning a very good living working with your dream clients.

get on a discovery call.

www.paigepphotography.com/coaching

I HOPE YOU
FOUND THIS
HELPFUL!

click for more info

www.paigepphotography.com/coaching