

MADDYCHRISTINA



destination photographer

5 steps to develop your business worldwide

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It looks like the perfect Instagram life! Traveling every week, shooting in amazing locations all over the world, meeting people from different cultures and learning from every trip.

Being a destination photographer is something really exciting, and exhausting at the same time!

For years, I travelled every single week for weddings and sessions, and after a while, I just decided to slow down a bit and to focus on two or three destinations.

I learnt a lot, I've made many mistakes and year after year, I was able to outline a method on how to develop a business abroad.

I won't say it's easy or cheap, but if you do it well and you continue to fight, it will work.





Choosing one destination.



Unless you are a worldwide famous photographer with many awards and publications, the inquiries from abroad won't fall from the sky. Even if you are very talented, today the competition is hard, and couples will find talented photographers near by .

To think that you can conquer the world from the beginning is wrong in my opinion . With time , when your communication shows that you travel, why not. But first you have to send this message. To send this message you will have to focus first on one destination.

I'm not talking about creating a destination photographer book. For this, you just need to travel, organize photo shoots and share. What I'm talking about is to develop a business abroad, to do that choose your favorite destination and focus on it.

Think about the logistics too. Is your dream country on the other side of the world? Ok, but keep in mind that you'll have to travel to this place maybe several times a years. Twelve hours in a plane and the jet lag won't help (plus the price of the flight!).

Think about the language. English is everywhere but make sure that is broadly spoken.

And check the local market, make sure that it's not only a beautiful landscape but that you'll find your target there.

Travel & Create your portfolio

Ok, so you've made up your mind and you've chosen your destination. You've checked all the details and you know the move makes sense within your market, target and prices. So let's go!

The next step is maybe the most simple one, to go there and to organize some photoshoots. Make a list of the iconic places, locations and views of this place, to help you make sure you have the obvious content.

Like for example, if you go to Paris, you need pictures with the Eiffel Tower. If you go to Morocco, you will need pictures in the desert or in a souk etc...

Your pictures have to make sense and we need to recognize where you are immediately. I know it's a bit cliché, but it will let clients know that you've been there before. And as we always say, **YOU SELL WHAT YOU SHOW!**



Being in touch with locals

Based on your target, market and prices, locals could be really excited to collaborate with you.

Some places are really «protective» with their own vendors, like some kind of solidarity .

Other places are really open minded about working with suppliers coming from abroad, maybe for the prestigious idea of it, or because they don't find what you do in their place.

In any case, keeping in mind that you want to come back again and again, keep in touch with the locals.

Contact planners to organize a shoot with them, be in touch with venues, make-up artists etc.... Become part of the family and show them how great and easy it is to work with you. Give them all the reasons to recommend you!



Sharing

When we get back home from abroad, we are very excited because we have all this new content. We can't hardly wait to share it on social media straight away, but you need to stay calm, the idea is to share it bit by bit, for weeks and months, your feed and news will look like you spend your time between your place and your destination.

If you post everything the week after you are back, you won't have anything to post until your next trip. Keep one or two shoots in a corner for later.

Use the good code, the good hashtags and location. I'm always surprise to see that I receive a few inquiries every time I travel somewhere. And I'm always surprise to see how many entrepreneurs don't work with hashtags! It's just the first thing we all use when we are looking for something.

Try to be featured on a blog or magazine, even a local one, or an international one. It's good for your relationship with the local vendors, and a way to show that you are there!

Repeat and keep fighting.



In my opinion the most complicated part starts now.

Let me tell you a little story about me and Dubai.

The first time I came here, I had this new feeling. I have travelled a lot, every week, but it was the first time I felt something like that. My heart said HOME. I can't really explain it. Anyway, I decided to try and develop this place, so different from France, so far away, but so special.

90% of the population are expats and there is a real feeling of unity within the community. I've spent a fortune coming here several times, trying to develop something, but the answer was always «we have amazing photographers here, why would we ask someone from abroad?»

All my friends and partners suggested me to give up, that I had spent enough money.

But that was actually the reason I couldn't give up.

So I took a big decision. To move over there. It's was a poker stroke, it works, or it doesn't work.

And after working hard and hard, in the end, i'm proud now to have my life over there during the winter, to have friends, my apartment, my incredible partners, and a business that is pretty good!

The main lesson that i'd like to share with it, is to NEVER GIVE UP. If you want to develop this destination, it'll take time, and money. But if it's in your heart, continue fighting. And repeat the process again and again. And it'll work, for sure!

raising, elevating, upgrading

Push your business to the next level.



Since 2011, Maddy Christina travel all over the world to capture her client's weddings and events.

Living now between the French Riviera and Dubaï, it's with her 10 years of experience that she can share advices to other entrepreneurs, the same way some did to her before.

Autor of several books for photographers, but also for brides-to-be and even 13 novels through the years, it's by writting she chooses to share her knowledges and skills.

NOW AVAILABLE:

«The Couple session»

«The bridal posing book»

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