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# Photographing Newborns: For Boutique Photographers



## Synopsis

Acclaimed photographer and photography-business guru Mimika Cooney shows you how to build a successful boutique business photographing newborns. This starts by attracting clients through strategic development of your "Love Brand," a comprehensive professional identity carefully crafted to bring in the customers you want; and keep them coming back for more. Once you've booked a session, Cooney shows you how to make the most of it and deliver heartwarming images of your smallest clients alone or with their families. From there, savvy products and packaging keep parents enthralled and coming back for more. Partnered with a comprehensive system of client contact through mail, social media, and more, you can convert each portrait customer into a client for life; building a lasting demand for your skills and a devoted following of loving fans!

## Book Information

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## Customer Reviews

Not what I was hoping for and not the kind of photography I'm interested in, newborn of course but not the style, and nothing I can't find in regular research in the web, so for me it wasn't worth the money.

cute book, had some ideas on how to pose the babies what to use.. was helpful

Great learning tool.

Great book! Love all of the information she provides. I feel ready to get started.

I met Mimika when I attended her master class at SWPP convention in London this year. I have read both of Mimika books and they are the type of books you can't put down. This book is an excellent book from the first chapter Mimika had you thinking about all aspects of your business. Mimika honesty and experience really shines through on every page getting you to think of your branding, your worth, marketing and promotions with some amazing tips/ideas for marketing, plus capturing baby's first year. thanks Mimika will be using all of these. A super chapter on newborn posing and another one on pricing for profit. This book is just like Mimika amazing. Practical, honest, inspiring, very useful and an asset to your business. With this book I am ready to take on more newborn photo shoots. Mimika offers the full package books, lots of support from her amazing web site and Mimika tv and capture school. Mimika certainly knows how to support and motivate you as a photographer. I am thrilled with my book. Best wishes Jenny Potter Photographer.

This book covers so many aspects of the newborn photography business. I would even say that any photographer could benefit from some of the knowledge that Mimika has shared. She covers branding, business, & shooting. So many of the "basics" are covered that I was happily surprised to see so many "tricks" and "secrets" in the book. Learning another photographer's tried and true methods saves so much time! The book covers everything from beginning to end. Pointers for starting your business to becoming more profitable. Marketing/promoting your business to working with charities. What to expect during a photoshoot to streamlining your post-production. There are some great pointers for how to set up studio lighting (or work with whatever lighting you have available) yet this book is not telling you how to do your art. It's providing the knowledge that you can build an incredible business from your own unique, artistic vision!

What a great read! I have been a professional photographer for over 10 years, and this book definitely appealed to me. The very first chapter dives right into building your business, and is packed with some great information that most people easily overlook when starting their businesses. I absolutely love the "Interview With The Pros" chapter. It's great to hear other photographers point of view, and it was also nice to see a variety of different photographic styles. This is definitely one of those books that you can read multiple times and find something new

to inspire you each time. :)

There are so many absolutely adorable little babies in this book. Once you pull yourself away from staring at all the cute babies you find that Mimika does a great job of going over the ins and outs of what it means to be a professional boutique baby photographer. She stresses the importances of safety numerous times through out the book which is so important for a newborn/baby photographer to know. I like that she thoroughly discusses the business of being a boutique photographer because we often forget what really goes into a great photo besides just taking the picture. I also absolutely love that a portion of the book sales will be donated to NILMDTS. I received this book to review it.

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