

How to Book Destination Weddings Checklist

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Below is a checklist we created to help you book destination weddings and sessions! It is broken down into the four categories that we call the 4 Ps: Perception, Proof, People, and Persistence. It is important to note that on their own, each P is not the key. They all work together to create the momentum you need to consistently book destination work. Most of these are also not just a one-time action. They are to become part of your lifestyle.

Jess and I discovered that momentum often follows action. The more of these boxes you can check the higher your odds of booking destination work. Keep in mind that in many cases it only takes one or two connections to begin booking in a specific destination. The more actions on this list you take, the more momentum you will receive, and the more destination work you will book. Not everyone will say yes, not every connection will become a referral, and not every post will land how you want, but that's no reason to not show up. The right ones will stick, the relationships will form, and you will begin to feel the momentum. So let's get to work!

Perception: If you want to book destination work, you **MUST** be perceived as a destination photographer. This P is all about how people from the outside perceive you and what you do. This is where you find out what people's current perception of you is and compare it to what you want it to be. The great news is you can present yourself as anything you want with a few tweaks.

Proof: This is where the rubber meets the road. This, like perception, is tangible work: The images, behind-the-scenes, and videos of your destination portfolio and travels. It is not enough just to say it. You must prove that you travel, and photograph destination weddings and sessions.

People: This is all about who you know. In many cases, all it takes is one or two solid relationships with the right people and the destination work will start to come in hot. Very important to note: 1) Be genuine. People can smell BS from a mile away. 2) Serve people well. 3) Not every single person you want to connect with is right for you. So if you get denied, dust yourself off and keep moving forward. The right ones will click. Don't worry about the rest.

Persistence: This is the decision right now, that you are going to keep showing up, keep taking the actions, keep moving forward. This is where you make the decision to dust yourself off and keep going. My encouragement to you is that we have been through this and we now travel 50% of each year. So trust the process, be tenacious, and keep showing up!

Booking Destination Weddings Checklist

Perception

- Write out how you want your brand to be perceived
- Ask a few clients or friends how they perceive your brand
- Change your IG bio to include that you do destination work.
- Update website to include destination work
- Regularly post about your destination work + travels
- Follow + interact with accounts in destinations you want
- Tag accounts destination accounts when applicable in your posts

Proof

- List your top 3 destinations
- List the nearest destinations to you
- If able, plan a trip to any one of the above destinations
- Find a couple you will photograph in this destination. Ask your followers, people you know there and if all else fails, find two cute friends and take them with you!
- Once there, give it all you got! Get the content, take the BTS videos, share it with the world!
- Attend a styled shoot, workshop, or conference in the destinations you want to be.

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People

First, list the relationships you already have + value in the industry

Once you have your list of destinations, find the people who already work there. Planners + Venues will be your top bet.

Reach out to said planners and venues to see how you can serve them. Headshots, lunch, updated venue photos. Send them a box of goodies they love. Get creative and put yourself in their shoes.

When attending workshops, styled sessions, and conferences, be very intentional about connecting and building the right relationships.

Surround yourself with fellow photographers who do what you want to do. Connect online or in-person.

Persistence

Choose to show up everyday and do the work.

Don't look for results right away. They may come quickly, but don't get discourage if they don't.

When you get opportunities, give them all you got!

When you fail, do not quit.

Celebrate your wins!