



FOODTOGRAPHYSCHOOL.COM



5 Creative Ways to Get Clients



HEY THERE, *Foodtographer!*

Congratulations! You're officially one step closer to finding and working with your next big client.

I know how tough it can be out there to find clients. And sometimes the advice people give just...doesn't work.

When I first started my food photography career, I tried everything (and I mean everything) under the sun to get clients. Over time, these are the methods I developed to get high-quality, high-paying brand deals. The great part? I still use them all today!

So, ready to find your next big client?



ONE

Take a look at your pantry!

Yeah, you heard me: go to your kitchen and look at what's in your pantry. Open up every drawer and every cupboard and create a list of all the companies you see. You'll probably end up with a gigantic list of brand names — from household ingredients to bakeware. The super cool thing about this tactic? It forces you to think of companies that are readily available for consumers (opposed to smaller, more niche brands) and are likely to have higher marketing dollars. Plus, you also already use them so it would integrate well into your content! It's a win, win!

Your next step is to go down your new list and circle all nationally-known brands. Remember, we're going for BIG companies. Because as much as we all love our local artisanal chocolate maker, from a business perspective, it's unlikely they're going to have the same marketing budget, as, say, Lays potato chips. From there, you should have a pretty big list of companies to reach out to. :)



TWO

Do competitor research.

The biggest issue when it comes to getting clients isn't finding brands, it's finding brands that want to work with you! A great way to find brands that are interested in working with food photographers is to look at who your peers are working with.

Find a handful or two of other food photographers who produce similar content to you and who are at a similar professional level, and look at who they work with. You can even just go to their blogs and search for sponsored content to see what companies they've written about! I've done this for YEARS and it's gotten me some amazing clients. Bonus points: Instagram is another great place to seek out sponsored content and find brands who are looking for photographers just like you.

THREE

Optimize, Optimize, Optimize

Of course, finding clients is one thing, but having them come to you? Dream come true!

One of the best things you can do to become more searchable and discoverable to brands is to optimize your bio on all social media platforms. If a potential client comes across your page, your bio is the first place they'll look to see who you are and if you could be a good match for them, so make sure it's a good one!

A few must-haves to include in your bio: your name (you'd be surprised how often people miss this one!), what kind of recipes you share (for example, are you a chocolate lover? a vegan aficionado? a breakfast enthusiast?), a quick mission statement, your location, and how to contact you.

HERE'S AN EXAMPLE OF
MY BIO FOR REFERENCE:





FOUR

Be YOU.

One of your best resources up your sleeve is just being yourself. If you want to get a brand's attention, simply use their products in an authentic, organic way, and then post about it! If you're a baker, you probably use a lot of sugar, so tag the brand of sugar you use in a post, blog recipe, or story to show how much you love their product. Basically, take what you already do, and share it!

Now, this does not mean you should tag 20 million brands in one post, as that's going to come off as spammy. Think it as courting the brand. You want to make them feel special, not one of a gazillion different brands! You also only want to tag and use brands you actually use. (This goes back to looking in your pantry — a great place to start finding brands you use regularly!).



FIVE

Turn free into paid!

Often, food photographers forget that they can take past opportunities that may have originally been free and turn them into paid deals down the line. So try reaching out to brands you may have worked with for free in the past and see if they have any paid opportunities available. You already have the contact, so circle back to them! You can also try looking through old emails and dms with companies that didn't end up going anywhere and reaching back out. You never know, it just might go somewhere now.

And remember, just because you talked to a brand 6 months ago, it doesn't mean you can never work together. Just keep your media kit and information up-to-date, reach out, and see what could happen! (BTW, we have a Brand Pitch Guide where I share all my best pitching practices so you sound like the professional, badass food photographer that you are!)



I hope these tips will help you cut through all the noise and get straight to finding some awesome brand deals! And, of course, as you grow as a food photographer — who knows! — you might even develop some creative ways to find clients of your own.

The important thing is to always keep an open mind, use what works, leave what doesn't, and keep on learning.

LOVE AND BROWNIES,

Sarah

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