

[Amanda \(host\):](#)

Okay. Hey, welcome to the show, Angie. We're so glad that you're here. If you just want to start by telling people a little bit more about your background then where you came from and how you got to where you are now.

[Angie:](#)

Thanks so much for having me. I'm so honored to be here and marketing and branding and personal branding photographer based in Virginia. And I am going on my business and I started working full time. I was marketing manager at a concert. Then you were working in the marketing department when the department and spending hundreds of thousands of other people's dollars to put butts in seats as they say. And so when I created my own business, you know, a lot of the things I've learned through my education and working experience and marketing branding into my business, I went from having \$100,000 in the budget to promote a Beyonce concert, two \$0 million with my own. So, um, I had to really transform some things and lean upon personal branding side so I didn't have to spend so much money reaching people, but using my personality and my photos to reach people. And so here I am today and running a thriving business.

[Amanda \(host\):](#)

That's a great, and that's one of the things that a lot of a lot of the guests and people that come on the show, I connect to them on Instagram first. I followed them and I like, I stopped a little bit. Yeah. MMM. But that's one of the things I really noticed that you are exceptional at is always throwing your personality into your stories and even just your posts itself. And so I want to know it was always that way, courage to do that. Cause I know a lot of people they struggle with, there's this, there's this push and pull of like, yes, I want to stand out in the marketplace, but we always revert to, you know, wanting to fit in with everybody.

[Angie:](#)

Yeah. That's so true. And it was such a shift for me because you know, before I had a business, I had a Facebook and even before interim head of my space and was all about me, you know what I'm doing, what listening to hang it out with. You know, my husband was my boyfriend at the time. Just a lot of like personal and I don't know why when I created a business I'm like, all right, professional mode, I'm only going to post about my clients and you know, my portfolio images, I mean he scrolled back to my Instagram years ago. It's just literally portfolio work, never any photos of me. And it was just, it was just so hard to separate myself from others in the industry because when I, you know, when a client is looking for a photographer and they're finding six different Instagrams, they're going to remember the people who stand out and I'm just going to remember, oh, she had a nice bouquet or a nice, you know, flat light.

[Angie:](#)

So I, I started just doing a headshot swapped with my friend. I said, hey, let's lifestyle has shots. And just like, you know, post on and oh my gosh, my Asians, it's like nobody cared about like my portfolios. I mean they still do, but just like engaging, just skyrocketed for a photo of myself. I remember I had like me with like my camera at a smoothie and like, oh, I'm going to the shoot and I'm talking about like, what's your favorite movie? How the mean girl shirt on? So I realized

like I could really still show up in a personal way, but I could also relate it to my business. And so it would just really up level my business and my brand and kind of position myself as the authority. So once I started doing that and he is saying, you know, kind of getting my message right. So instead of just talking about Susie and John's wedding market evils, you know, engaging session that really talking about these experiences and how I felt about them and you know, how I work and how I um, how I run my workdays morning routine. That stuff is where the gold is. That is where people engage. That is where those followers turned into people that are in my email inbox asking for pricing. Um, so once I made that shift, it really, really catapult everything.

[Amanda \(host\):](#) For sure. I, if you take nothing else away from this episode right there is as I cause that's so true. Whenever you said like whenever you're going to look for a photographer or whatever it may be that it's not always their work that's going to stand out. But somebody whose personality and whenever you can connect with somebody right away, even with it being just like a mean girls movie quote or something, they're going to remember that way. More than like you said, a picture of a bouquet or something. That's emotional connection.

[Angie:](#) Exactly. Yeah, exactly. It's all about emotional connection and I love that.

[Amanda \(host\):](#) So you have a way about finding your ideal client that is very similar to my own way of finding either clients. And whenever I read that I was like another person, you get it. So cause I think this is a place where a lot of people struggle and there's misconceptions. It's kind of just like this gray area. So if you would like to tell people how you found your ideal client and kind of how you connect with them as well. Um, so taking that information that you know about them and then using it in your business, that would be amazing.

[Angie:](#) Yeah, definitely. So I'm coming from my experience. Like I said, we had a, we had a venue where thousands of different shows would come through a circus rnb concert, a comedy show, and we had to make sure that our, that our messaging attracted those people. So we would survey those people. You know, if we had, you know, Beyonce coming through, we would serve it to this people. What type of music do you listen to? To what type of shows do you watch? And so we know when we started marketing, this is the type of thing, so they need to be targeting because these are the type of people that like any other type of entry. So my business, I have a Facebook group for my brides and I posted there said, hey, I really want to make sure that I am attracting more of you guys.

[Angie:](#) You guys are amazing. Like I really want to make sure that I'm speaking my ideal client. You know that that loves me and I don't want them. Can you guys fill out this survey? And so the survey was just like, you know, who's your celebrity crush? What TV shows are you watching, what do you like to do on weekends? And I made it a Facebook thread so I so they can engage with each other, you know, because once you log into a survey you just kind of like hinder yourself. But I wanted people to copy or to comment on other, oh I love Channing Tatum,

I love, you know, a will Smith and I'm seeing the connection. And then it's just like, it's like those boards in the police department where they're like trying to find the suspect and all the lines are crossing and stuff.

[Angie:](#)

It was just like mind blown. Okay. My brides love drinking wine and if they don't love drinking wine, they love hanging out with people that drink and cause I don't drink wine. But now I know I've got to figure out a way to use that into my message somewhere. And I do sometimes and it's always, usually I don't know what to drink. Can you help me? And then they come up the woodwork because they looked what? Um, and so they're talking about specific TV shows that they love. They all love Grey's anatomy and some other shows that I've watched and they all, um, they all confident, um, compared compared to their, you know, um, their style to like a high expensive brand that they love like that, that's what they want to be wearing. But they find it at like Tj Maxx and Marshall's and bras.

[Angie:](#)

It's just like they have a higher budget, but they're following a budget basically. And so now I know when I'm talking it will want to do Facebook ads. I know exactly what to target, what celebrities, what shows what, um, what stores, where they grocery shop. But in my messaging, I'm talking about these specific things. Even if I can't relate, even if I know I want to talk about TV and I'm like, okay, it's fall, premiere week, what TV shows are you watching? And I know that some people are going to say certain shows. I want to see grace anatomies is premiering who's watching grace and I who's watching the bachelor tonight. And you think Colton is going to, you know, pick somebody that's, you know, crazy. It's just like I find those little nuggets of comparisons and company had abilities and I really dive into that. My messaging.

[Amanda \(host\):](#)

Yes, it's so a lot of people, they think that this ideal client is just some made up, I don't know, form that they get from their mind, but it's actually using your past experiences and your past clients to kind of say, Hey, I like this client. I liked working with them. Tell me a little bit more about yourself basically so that we can make that personal connection with them. But going back to the Facebook group. So I, I would like to know how did you start this Facebook group? Why do brides to join it? And then like what are you posting in there? Like what's I guess what's your marketing behind this Facebook group?

[Angie:](#)

Yeah, so I wanted to create a community. So when I send them like their welcome email after they book and be their retainer, I say, hey, here's the next steps and here's some tips for engaging sessions. What's where, um, you know, here's your link back to your contract. And also use a Facebook group that I have to my brides wear now I share, you know, tips, you know, I link my blog post, I read a lot of helpful blogs for my clients. I definitely put that into my messaging that I'm a resource. And so anytime I post a blog about education provides a posted in the group, anyone's wedding, I'll post in the group, congratulations to, you know, Sarah and John and now she had a pig at the wedding. You know, just like making something fun about each one to make them feel special and to make the community, you know, say, oh my gosh, this

was great. And so I love it for the community community aspect and also for the marketing aspect because they are healing. It helps with like the client experience and that's what they talk about. You know, little points in your, in your business where you up the client experience, like a welcome gift or resource or Facebook group. People like to speak about that. So it's good for good for word of mouth.

[Amanda \(host\):](#)

Yeah. Yeah. I really like that. I don't know what I mean, it may just be like a secret thing that I don't know about a lot of other, I think that's great. But another part of your business that you specialize in besides weddings is actually brand photography. Yes, absolutely. Tell me about what is brand photography?

[Angie:](#)

Yeah, it's just my jam. It's my, it's my passion. Oh my goodness. I am an entrepreneur course and when I did that swap with my friend for headshots, other people started to notice and they were like, oh wow. I need to start showing up in a certain place. So they would ask, hey, you know what, you offer headshots and they would just call it headshots and I'm like, I do, but no, this is more like a personal branding photography session and where I need, I need to know your brand. My friend and I know each other's brand, you know, back to back up and down. So it's easy for us to create those images for each other. And I said, if I'm going to create this as an expansion of my business, I'm going to have to create this whole process around that. There was a questionnaire, we hop on a zoom call and get to know each other.

[Angie:](#)

I'm looking at their Instagram and I created a game plan and so when I show up, it's not just headshots, an hour and a half to two hour session and we're working on creating images that help them spread their message, help them tell their story. And I just love it, love it, love it so much. You can use it in your website, your email marketing, if you create courses, if you have a shop on their social media of course, and pairing that was a really personal, you know, engaging coast will completely up level your entire brand.

[Amanda \(host\):](#)

Yes. Not only that, but as a website designer, whenever people come to me and they have one of these sessions, I'm like, oh my gosh, yes, yes.

[Angie:](#)

Easier. You know, like, like I said, I would scroll down my Instagram from years ago when I was on my portfolio, at least showing up once a week with my face, whether it's my face or my hands are behind the scenes photo or me with my family. It just really sets me apart from people who are only showing their portfolios. Like I said earlier, when you go to my profile, you'll immediately know who I am. It doesn't even take a scroll. You immediately know who I am and that's going to be easier for to remember then comparing, you know, client work.

[Amanda \(host\):](#)

Yeah. And with the brand session, I mean it all comes back to connection, connection, connection and building those. I mean, you're building those relationships with, um, they may not even be clients right now, but potential

clients go seaward they're ever ready to, you know, break out their credit card, but then whenever the time comes and they're looking for your service, then your top of mind and they're just like begging to hand over their credit card be, it would be, you're not, you're not selling to them your friend at that point.

[Angie:](#) Exactly. Exactly. I love it. And I just think it really, it's, it's kind of new, you know? Um, so, well the sooner people hop on it, it's better. And I love when my clients say, Hey, you know, can we do this quarterly? Like, I have a one off package, but I love implies something quarterly because the seasons change and you don't want to be in that same atmosphere for the entire year, you know? So we'll have like two or three outfits for the session and he gets throw on a sweater, you know, so at some different joy and kind of split up. But then when it comes summertime, you know, I did a session last year, we went to somebody that has slowed a pool. So my feet in the pool, I bought some um, uh, American flag glasses, like sunglasses. And for, for the July I had my post, I just threw a glass on really quick to post or took the photo.

[Angie:](#) That was my post. I had some two hats and Tj Maxx with like little things on them and we traded, you know, we put on different outfits and it kept me through the whole summer with branding photos and the phone. Okay. It's time to put it on some layers, you know, put up some booze, some splinters, hold some coffee and it really connect that way. So not only getting them done, but like keeping up with them and just showing your audience that you're the authority. You're there, you're here to connect with them. You're not just one person who has like four headshots and that's all that she posts once a quarter. It's like really take the time. If you want your clients to invest in you, then you have to show that you are investing in yourself and putting your best face forward.

[Amanda \(host\):](#) Yeah. What's that saying? That like if you want to run \$1 million business, like you better start acting like it.

[Angie:](#) So then

[Amanda \(host\):](#) you want to start booking luxury, high paying clients and then yes. And start building your business to, to, you know, be booking those lectures.

[Angie:](#) Yeah.

[Amanda \(host\):](#) So I know do you travel to do these brand photo shoots?

[Angie:](#) So I did one, two weeks ago and California Orange County area. And then I, um, I went to New Orleans and December, so I had three phosphates book me back to back to back. So I had one boss paid, inquire it, and then I need some other people that live there like, hey, I'm going to be New Orleans, you know, when you want to go ahead and do this. And so we did all three of them while I was there. And I, um, I shot one in Baltimore for Eric. It was on the Bachelorette. It's

just like my dream client. Um, so yeah, I definitely travel. I have people asking me, you know, I want to be gone every single weekend because I do have a family. So I kind of think you know, which areas want to visit and which brands I think would really benefit from this. So, um, I do have a selective amount for a year, but I love to travel. I just love seeing people in their own element. You know, seeing the girls in New Orleans, I lived there and we're walking down the French quarter and you know, shooting Eric and, uh, both corn and literally every five minutes or you get bigger. Are you Eric? Bigger? Just like seeing people in there in their element is great because that's your plan, that's who you are. You know, not everybody should come to me and then book a studio. It should be where you feel comfortable and where you have on your business.

[Amanda \(host\):](#)

Now you mentioned Eric being a dream client that you have invested money into your, your brand and your website and all that. Um, so do you think that investing in your brand and your website helps with, um, kind of reaching in, connecting with your dream clients?

[Angie:](#)

Yes, 100000%. And I can give you a specific example because you know, people just say, you know, you listened to your clients and they'll tell you what you're doing good. They'll tell you what you're good at. And so many of my clients will say, Oh, I just love your website and how you show it. But example of know this is for my writing class. And she was such a great example of how to show up and how to have imagery. So I really want to book you for this. And all your website is very clean and resourceful. I love seeing you know, all the helpful post. So absolutely people think that social media is such a driving force and their business and it is, but don't forget about the website because that is, you're using social media to drive people to the website to look at your packages, to read more about you. That is, that is my hub right there. I will never just say, oh, I'm, you know, I book, I was off Instagram. I might get an inquiry on Instagram, but the transformation is when I showed them my packages and when they clicked in the galleries and when this is my blog post.

[Amanda \(host\):](#)

Yes. I always said, people think that they have to do all the heavy lifting for themselves on Instagram, going back and forth with messaging and stuff. It's like, no, you get an inquiry, you send them to your website in your website should seal the deal. So yeah, I 100% agree that the other thing that I wanted to mention is uh, you said that clients tell you what you're good at and are struggling with knowing what it is that you're good at. I recommend going and if you have a review somewhere, I'm like on Facebook or wedding wire, read through those reviews because you'll notice are saying the same thing about you over and over and over again and then just work that into your marketing and do your Instagram posts because that's why people are booking you.

[Angie:](#)

Absolutely. I even had a folder in my inbox called that I'm awesome folder and anyone who sends me just a nice email, they could reply to an email newsletter I sent out or it could be a client saying a thank you. I put it in that folder. So if I'm ever like once I've ever down on myself about business, I go through the,

okay, I'm awesome, I'm awesome. Or two, if I'm like, how can I talk more about my experience and this new IGA or in my pricing package and I'll go through and just kind of like read between the lines and see what people are saying.

[Amanda \(host\):](#) Oh yeah, I love that.

[Angie:](#) It's good for those entrepreneurs were days where you're just like, oh,

[Amanda \(host\):](#) there's another part of your business. Know where you are more of an educator to other photographers. Is that right?

[Angie:](#) Yeah. So I have, um, I have a personal branding photography course because like I said, this is kind of new. So whenever I posted 50% of my comments are creative is, hey, how do I get these photos? What's your pricing? I, how do I find some of my area? And the other 50% are photographers saying, well, I want to get it on this. How do you, how do you put this into your business? How do you expand your portfolio? How do you price it? So I do have a course for photographers to get into it. And of course I always offer education to creative entrepreneurs because I do have a background in marketing and I've built my business on marketing and branding. So I have shot and you have uniquely created for me that's got, you know, Instagram, any course. I have a whole planning guide on how to plan your personal brand is target session because like I said, I can't fly everywhere and just like a little cheeky, I'm social media platform.

[Angie:](#) It's kind of like a a month's worth of Instagram posts, ideas and Instagram's story prompts. So you're just amazing at creating that. And I'm so glad that I have a hug because I literally live in my inbox. Everyone's asking questions, asking for advice, and that's why I was like, I need a hub where I can answer these questions, put a dollar on them and, and just have it on my website. And so I reached out to you and I'm now, and those are the three, the three most popular questions that I get and I use my website to create this revenue stream and this very helpful hub hub of resources that people can purchase.

[Amanda \(host\):](#) I know I got to go grab the Instagram scratching my head, you know, post every single day for years after years. Nope. Well thank you so much for spending time. If people want to get in contact and you know, blow up your email inbox or check out your shop, where can they, yeah,

[Angie:](#) yeah. You can find me at [inaudible] dot com that's where everything is. And then on Instagram, I'm Angie, Janine,

[Amanda \(host\):](#) Angie, Jenny. All right. All right. Thank you so much. This was so much fun hanging out with you and I hope everybody goes and grab something from your shop because I created it and I know that there is awesome this.

[Angie:](#) Thank you. All right. Thanks girl.

