

Free Pitching Guide



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HI THERE!

Thanks a ton for grabbing the Free Pitching Guide! Hope it's super helpful and will help you land more clients.

If you're enjoying it, I'd be so grateful if you could share it on your stories!

+ I WOULD LOVE TO HEAR FROM YOU!

Feedback is the most valuable resource for me to keep creating top-notch content.

Wiki

INTRODUCTION:

Pitching is an essential skill for product and food photographers looking to secure clients and grow their business. Whether you're pitching to a small local restaurant or a large multinational brand, the principles remain the same: know your audience, communicate your value, and present your services in a way that stands out. This guide will walk you through the steps to craft compelling pitches that help you land photography gigs.

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CHAPTER 1: UNDERSTANDING YOUR AUDIENCE

Before reaching out to potential clients, research is crucial. Knowing who you are pitching to allows you to tailor your proposal, making it relevant and appealing. Here's how to get started:

IDENTIFY YOUR IDEAL CLIENT

- Are you targeting local businesses, e-commerce brands, or high-end restaurants?
- Consider the types of products or food they offer. For instance, a beauty brand may require vibrant, playful photos, while a luxury restaurant may need moody, high-end visuals.



STUDY THEIR BRAND

- Visit their website, social media pages, and any existing marketing materials.
- Identify their aesthetic style, tone, and target audience. For example, are they more casual and approachable or upscale and elegant?

FIND THE DECISION-MAKER

- Reach out to the right person, usually a marketing manager, social media manager, or even the business owner for smaller operations.
- Tools like LinkedIn or even a simple call (if the business is local) can help you pinpoint the correct contact.

s-he
colour & style

CHAPTER 2: CRAFTING YOUR VALUE PROPOSITION

Clients don't just want beautiful photos; they want solutions to their problems. Highlighting your value proposition is key to a successful pitch.

SHOW HOW YOU SOLVE THEIR PROBLEMS

Problem: Poor-quality product images can hurt sales.

Solution: High-quality, well-lit images that enhance the product's appeal and credibility.

Problem: Social media content gaps.

Solution: Consistent and visually stunning imagery tailored for Instagram or other platforms.



HIGHLIGHT YOUR UNIQUE SELLING POINTS

- Show off your expertise in specific product types like high-end beauty items, artisanal foods, or fancy packaging.
- Focus on niche markets like e-commerce product shots or lifestyle imagery with products in use.
- The more specialized your portfolio, the more appealing you'll be to brands in those categories.
- Highlight your skills in techniques that elevate product imagery, such as: creative lighting & composition, flat lay photography etc.

COMMON PITCHING PHRASES YOU SHOULD AVOID

The background of the entire page is a dark, monochromatic image of several NeilMed Piercing Aftercare Fine Mist bottles. One bottle stands upright in the center, while others are lying horizontally in the foreground, creating a sense of depth and texture.

“I LOVE YOUR BRAND”

“I’M SUCH A HUGE FAN”

These phrases are overused, generic, and fail to effectively communicate your message.

Think of it this way: if you were interviewing for a role on their marketing team, you wouldn’t just say you “love” their brand, you’d explain how your skills and experience can enhance their business and marketing efforts. Pitching as a freelancer or content creator should follow the same approach.

If you genuinely use and appreciate their products, express that in a meaningful way. Share specific examples of how their products have improved your workflow, enhanced your recipes, or solved a problem for you. Details make your pitch compelling and authentic.

PITCH EMAIL:

Hey [Point of contact name],

I hope you're doing great!

I'm [your name] from [your business or workplace], a [your role] based in [your location]. I'm reaching out because I'd love the opportunity to work together and offer [description of your service].

As a long-time customer of [Brand name], I've always admired the brand's presence, quality, and especially [something specific you love about the brand].

If you're currently looking for a [your role] to partner with, I'd be excited to share some of our work with you. You can check out our portfolio here [insert link], or take a look at our latest projects on our social media [insert link].

If you have any questions or would like to chat more, feel free to reach out. I'd love to connect and discuss how we can work together.

Looking forward to the possibility of creating something amazing with you!

Thanks so much for considering us!

Best,
[Your name]
[Your email signature]

CHAPTER 3: GETTING COMFORTABLE WITH BEING GHOSTED & HEARING “NO”

Reaching out to potential clients is an essential part of growing your photography business, but not every pitch will get a response. In fact, many will go unanswered, and some will come with a polite (or not-so-polite) rejection. Learning to handle being ghosted or hearing “no” is a skill in itself, one that separates successful photographers from those who give up too soon.

GHOSTING HAPPENS—DON’T TAKE IT PERSONALLY!

- Clients are busy, and your pitch might not be their priority at the moment.
- Some companies receive hundreds of emails daily, and yours might simply get lost in the mix.
- A lack of response doesn’t necessarily mean they aren’t interested—it just means it’s not the right time yet.

CHAPTER 4: BUILDING A STANDOUT PORTFOLIO

Your portfolio is the backbone of your pitch, it serves as proof of your skills, style, and expertise. A well-organized, visually compelling portfolio can make the difference between a potential client saying “yes” or moving on.

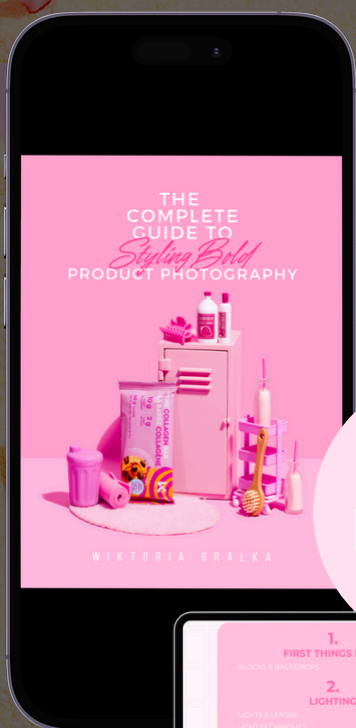
If you're unsure where to start or what information to include on your website, this e-book is will be perfect for you.



This ebook is a must-read for photographers serious about their business.. It's packed with practical advice and covers everything about building a portfolio, from A to Z. What sets it apart is the detailed focus on headshot photography for personal branding — an aspect I've never seen covered elsewhere.

Kat Siedlaczek

ARE YOU READY TO BECOME A BETTER CREATOR?



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PAGES

1. FIRST THINGS FIRST BLOCKS & BRACKETS 8-11	6. ESSENTIAL STYLING TOOLS TOOLS 30-35
2. LIGHTING LIGHTS & LENSES 12-15 LIGHT TECHNIQUES 16-17 THREE OF LIGHT 18-19	7. SPRAY PAINTING PROPS WHY? 36-37 WHAT YOU NEED 38-39 DO'S & DON'TS 40
3. COLOR THEORY COLOR WHEEL 41-42 MONOCHROMATIC ANALOGIES 43-44 COMPLEMENTARIES 45-46	8. STYLING HACKS FAKE ICE CREAM 101 FAKE SHAVED ICE CREAM 102 FAKE TEA & WHISKY 103 FAKE COFFEE 104 FAKE SAND 105 CLEAR ICE CUBES 106 WATER CONDENSATION 107
4. PRE-PRODUCTION MOOD BOARD 48-50 HOW TO CREATE MOOD BOARD 51-52	3. IMAGE BREAKDOWN IMAGE BREAKDOWN 108-111 BONUS CONTENT 112-113
5. STYLING SCENES LIKE A PRO! LAYERING 53-54 FRAMING 55-57 IMAGES & OBSERVATION 58-59 STYLING LIFE 60-61 IMMEDIATELY 62 THINKING OUTSIDE THE BOX 63 WATERPROOFING YOUR SCENES 64-65	LET'S LEARN TOGETHER... —————>

WITH ALL THE **KNOWLEDGE** TO
CREATE STUNNING, BOLD IMAGES!

I AM READY!

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