

PRICING YOURSELF FOR SUCCESS!

Cole's Guide To Creating Pricing
Structure That Works For You

BY:

C | **COLE'S**
CLASSROOM
FOCUSED ON MAKING YOU A BETTER PHOTOGRAPHER

INTRODUCTION

One of the toughest topics related to running a photography business is pricing. There are so many variables to consider and the implications of bad pricing can be severe with dire consequences for your business.

Within this pricing guide we will be going into detail, breaking down all the key elements related to pricing so that you will have all the knowledge and tools to create the ultimate pricing guide that works for you and your business.

SPECIFICALLY, WE WILL BE ADDRESSING THESE TOPICS:

- Pricing Structures – Packages vs. A La Carte
- Which Pricing Structure is Best for You
- Creating Packages that Sell Themselves
- How to Capitalize with A La Carte Pricing
- Finding the Right Price: How Much Should You Charge?
- Pricing Products & The Importance of Knowing Your Costs
- The Key to Higher Profits

Also included are two sample price list templates. One template for selling packages and the other optimized for a La Carte pricing. These are given to you as a resource and template that you can easily modify as you see fit and use for your business!

First lets discuss the two most common pricing structures, and the pros & cons of each.

PACKAGES VS. A LA CARTE

PACKAGE PROS:

•**Bundles = savings** – One of the biggest reasons packages are so popular is by bundling a group of items together you can (and should) add value to your clients by discounting the group of items that when purchased together relative to the items relative price when purchased by itself. This is what McDonalds does with their “value meal” – even though you might not need the drink, it’s a better “value” and thus more people will buy it.

•**Easier to forecast revenue** – With a set package you often sell once to your client at booking and that’s it, so there are no real unknowns of how much money you have booked already or will having coming in, in future months or years.

- **Perceived value** – The greatest strength of using packages is the idea of being able to “create” perceived value to your clients. The best way to do this is to have a higher price for any particular item on your “add-on” items pricing menu so when they are included in the packages above you are able to quantify, in dollars, how much the true value/price is of the items when purchased a la carte compared to your discounted package price. Thus, giving the perception, and reality, that they are getting a “super deal” with your packages.

- **A one-time sale** – Packages work great for those who hate having to discuss pricing or “selling” at all because if you set your packages up correctly they can sell themselves and you end up booking the total package all at once and up front.

- **Easier to funnel** – By having multiple package choices you can use human psychology to your advantage and naturally steer your clients into your middle and upper package - your target packages.

PACKAGE CONS:

- **Bundle risk** – If you include items in your packages that your clients don't want or care about, than you are hurting yourself more than helping because it isn't a value added item for them and they feel as if they are paying for something they don't want or need.

- **Potential less revenue per client** – By having only a single point of sale happen right at the onset of booking, not meeting again to give the client a chance to purchase anything else, packages often lead to less over revenue per client booking.

- **Selling big upfront before service** – Trying to sell a big package right away before a client has had a chance to work with you is a much more difficult decision for the client compared to selling to them over time after you have proven yourself and built trust with you.

A LA CARTE PROS:

- **Flexibility** – A la carte pricing will allow the client to book whatever they want, whenever they want. It's flexible and caters to the client's needs.

- **Lower cost entry point** – By breaking up the package into individual components, the a la carte pricing strategy will offer a lower initial cost. This allows potential clients to have the chance to book you that otherwise may not have the budget for a complete package at the moment.

- **Potential higher revenue per client** – By simply creating more than one opportunity for clients to purchase from you, they are very likely to purchase more overall compared to if only 1 point of purchase. For example – doesn't making a series of smaller payments “feel” much easier to you than making the entire large purchase upfront? Despite paying more in the long run (like car payments, home mortgage etc...).

- **Easier to book** – By offering fewer items in your base coverage upfront (like coverage only); it defers other decisions to be made at a later date which makes for an easier decision process.

• **Selling to client after trust established** – Simple but true. A consumer is more likely to buy from someone that they know, like and trust. Therefore, once you are done with the actual shoot and have done a great job and given them an amazing experience, your client is not only more likely to buy from you but buy more.

A LA CARTE CONS:

• **More “selling” per client** – To make the a la carte strategy work to its true potential you have to have a sales session more than once (booking + product).

• **More risky** – Along with the chance to make more money overall, there is also a significant risk that you can make less per shoot since a large portion of your planned revenue is to come after the event, at a separate point of sale. Put another way, there is no guarantee with how much, and when you will be able to sell additional products to your clients.

• **A less popular pricing method can cause confusion** – Specifically with weddings, package pricing is far more popular and widely used than A la carte, because of this, the simplicity of A la carte can actually become confusing for certain clients.

WHICH PRICING STRUCTURE IS BEST FOR YOU?

Deciding which structure is best for you depends a lot on your own personality strengths & weaknesses.

Here are my suggestions:

- Do you hate the idea of “selling” anything? Packages
- Are you looking to maximize your sales per client? A la carte
- Do you hate taking risks and the unknown? Packages
- Are you shy and introverted? Packages ☒ Are you outgoing & a great communicator? A la carte
- Do you run your photography business as a side job? Packages

In summary – if you are shy, despise “selling” and dealing with unknowns, I recommend you utilize packages. If you work well in high pressure situations, are great at sales and are trying to make as much as possible per client, I'd suggest using an a la carte pricing model.

CREATING PACKAGES THAT SELL THEMSELVES

A carefully crafted 3 package pricing structure can work wonders and when done correctly, can do most of the “selling” for you. Here are the keys to putting together an awesome package pricing sheet for your clients.

• **3 Packages** – Only use 3 packages, anything more can give too many options and can even confuse your clients. It's a known fact that when humans are faced with too many options, they often don't pick any. In addition, utilizing 3 packages makes it easier to funnel clients into choosing the package that you want to sell the most of – the middle & top.

• **Must haves** – The concept of “must haves” has been talked about by fellow photographer, Jared Bauman and simply refers to, you must know exactly what “your” client's must have items are and then be strategic to where you include them within your packages. For example, maybe they are the hi-res digital files, maybe an engagement session, extra hours of coverage etc... If you include your client's must haves in all your packages you are making it too easy for them to book your lower packages as opposed to giving a reason to choose a larger package, to get the must haves.

• **Unattractive Base Package** – To make packages really shine, you don't want clients booking your base (cheapest) package so it's imperative that the base package is unattractive relative to the other two options which will naturally upsell your client to the middle & top.

• **List Packages Highest to Lowest** – Price anchoring is a concept in which people use the first price they see as an “anchor” to compare other prices to. For example, on a car lot you might see the MSRP of \$39,000 but the selling price is \$34,449. People anchor and apply value to the higher price and thus when they see lower prices it “feels” better than the opposite; adding a bunch of extras to a starting price.

• **Don't “Overstuff”** – As a consumer doesn't it feel terrible to have to buy a combo or package when you have no need for some of the included items? Yes it does! Make sure to not “overstuff” your packages with items that aren't even wanted by most of your clients. Keep it simple, clean and full of value. Including unwanted items will turn off your clients.

• **Marginal Value** – With set packages, you want to make sure that the value within each larger package is greater than the marginal cost of choosing that package over the lesser priced package. This will help naturally push your clients into choose the larger packages, without you having to “sell” them at all!

• **Sensible Price Gaps** – You can have all the elements of setting yourself up for the perfect natural upsell, but if your price jumps from one package to the next are too large of a gap, you may lose all your chances of clients picking larger packages. There becomes a point when a client will reach their price max and simply won't go any further. For the best results, keep your price gaps between 20%-50%.

HOW TO CAPITALIZE WITH A LA CARTE PRICING

A la carte pricing can be tricky and I want you to be able to make the most of it, follow these tips and you'll be in good shape!

- **No Surprises** – Since your clients are not getting a complete package deal upfront at the time of booking, it is absolutely crucial that you are upfront and give clear expectations so your client knows what to expect. Not only is this good business ethics but it allows you to get them more prepared for your process – book now and buy products later.

- **Sell them on “You”** – With packages you are able to sell based on perceived “value”, you lose that ability with a la carte. Instead of selling on value from the product packaging, you have to sell them on “you”. Your style, your experience and the value of the client experience you provide.

- **Have a Process** – Not only does a la carte require more of your time, but it requires more steps and communication with your clients and your product vendors. You should be adequately prepared to know exactly when you will be having your product sales session with your client, how you will handle the sales session (how & where), how long they will have to make their orders, how long it will take to receive their products, how they will receive their ordered product etc...

- **A Call to Action** – People are busy and without a call to action getting someone to take action can be very frustrating and also hurt your sales and revenue. You must give them an action to do (purchase product) and also give them a pre-determined, limited, amount of time to make their decisions. Without a limited amount of time, they will lose emotional connection to the photos, the experience and also be less interested in making purchases if they know they can do it “later”.

- **Focus on Client Convenience** - The beauty of a la carte is your clients can choose exactly what they want and what is best for them and their needs. If you are doing in-person sales, create the expectation with them that it is for their own convenience that you will sit with them and go through their photos and help them choose whichever photos are the best and even help give recommendations to type of product or size that is best for *their* needs.

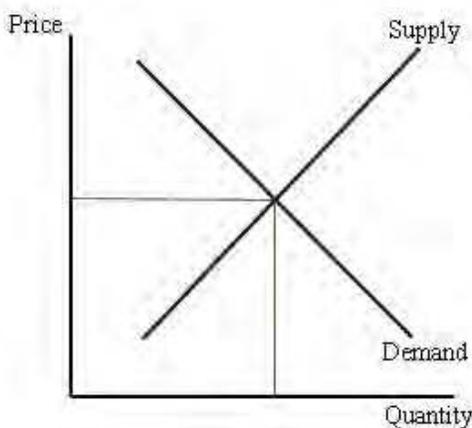
FINDING THE RIGHT PRICE: HOW MUCH SHOULD YOU CHARGE

Without a doubt the hardest piece of the pricing puzzle is knowing how much you should actually charge. There is plenty of information on the web that makes it seem very formulaic and with some simple math calculations you will know what you should be charging – however, I disagree with these calculated approaches to pricing. Here is why...

Mathematics and calculations can't account for two of the greatest variables within the pricing equation; market conditions (supply & demand) and your personal financial goals or situation.

To explain differently – math and calculations can be a great approach to come up with what the right price “should be” based upon your costs & revenue goals, however it can't account for if that number is realistic and achievable relative to your quality of product, target market, supply & demand and more.

Speaking of supply & demand, the graph below demonstrates what naturally occurs to demand, and price, for any good or service as quantity or supply go up. As pricing OR quantity goes up, demand goes down. When reviewing your own pricing, understand the market & region that you are in to get a feel for how this graph would look for your market. Are you in a large city or in a small town? Contrary to common belief, a small town could be awesome for you and your business as there aren't as many other photographers around.



HERE ARE A COUPLE FICTITIOUS SCENARIOS

Photographer A is a brand new wedding photographer in New York City who has 2nd shot one wedding so far and is now on their own. Calculations show them they should be charging \$4,500 per wedding to reach their goal of grossing \$90,000 a year. The results – they only booked 2 weddings for the year from paid advertising in a local wedding magazine.

Photographer B is a brand new wedding photographer in New York City who has also only 2nd shot one wedding so far. Photographer B didn't use any cost based calculations to come up with a price but rather used market research to see what the average wedding photographer price is. They find out the average is \$2,500 to \$3,500 across all photographers with different levels of experience and quality of work. Given this info, they feel they fit in right around \$2,000; discounting themselves based on their lesser experience & smaller portfolio. The results – 15 weddings booked from social media, word of mouth & online postings.

THE MATH BREAKDOWN

	PHOTOGRAPHER A	PHOTOGRAPHER B	% DIFFERENCE
AVG PRICE PER WEDDING	\$4,500	\$2,000	-225%
# OF WEDDINGS	2	15	750%
TOTAL REVENUE	\$9,000	\$30,000	333%
ADVERTISING COST	\$1,500	\$0	
PROFIT	\$7,500	\$30,000	400%
NET HOURLY RATE	\$187.50	\$100.00	-53%
	NOTE: HOURLY RATE ASSUMES 20 HRS PER CLIENT FOR BOTH PHOTOGRAPHERS		

So who did better, Photographer A or B?

The answer is largely dependent upon the individual goals amongst each of them.

- Goal: Maximum price per wedding – Photographer A
- Goal: Maximize on the job experience – Photographer B
- Goal: Portfolio building – Photographer B
- Goal: Yearly total revenue and profit – Photographer B
- Goal: Highest hourly rate – Photographer A
- Goal: Build a network – Photographer B
- Goal: Get your name out there – Photographer B
- Goal: Maximize word of mouth referrals from past clients – Photographer B

As you can see – the “right price” is really most dependent upon what your own unique goals are and what is right for you and your business.

Lets suppose photographer A works a regular 9-5 job during the week that pays all the bills and their goal is simply to make some extra weekend money here and there whenever a willing client comes up. They can afford to be more picky about the price they set because they aren't counting on that money and don't mind if they book 2, 5, 10 or zero weddings. Nor do they have to rely on building a network with other vendors or past brides.

On the flipside, photographer B absolutely wants to become a leading full time wedding photographer. Their goal is much more focused around building their name, portfolio, networking, gaining experience and positioning themselves for higher prices. If so, then they did great and far exceeded photographer A in each of those areas.

Photographer B seems like the real winner based on everything above, however, please note, that these numbers are completely fictitious and in no way meant to say that \$30,000 a year is sufficient to live off of. Once again, how much money is “enough” is wildly dependent upon your own situation and costs. If photographer B is currently doing wedding photography as a side business, \$30,000 a year extra would be wonderful for many people, but of course, if they are solely relying upon that income, it may not be enough.

As you can see, there is no single answer or number that works for everyone. The best answer is simply, the price that gives you the amount of bookings and profits that meets your goals.

Whatever you do, I'd caution you to ensure that you are charging a price that does actually give you a reasonable profit and hourly wage. It doesn't matter how much you love what you do, if you are barely scraping by, I'd encourage you to make some changes to your business and pricing ASAP.

TO FIND OUT WHAT THE "BEST" PRICE IS FOR YOU, I'D SUGGEST YOU:

- Calculate what your costs are (next section)
- Do market research & understand the low, mid and high price points amongst other photographers in your area
- Compare your quality of work & experience to those in those price points
- Understand what your goals are for your photography – max profits or max volume etc...
- Put all of those elements together and pick a price relative to where you feel you'd best fit into the market

Once you come up with a price, you'll want to pay attention to what the market tells you and make adjustments accordingly. For example, if every single person that contacts you ends up booking with you, you are likely priced too low. If you are getting inquiries but not booking any of them, you may be priced too high.

THE IMPORTANCE OF KNOWING YOUR COSTS

It doesn't matter if you are a full time photographer or a part time photographer, either way, you should be aware of what your true costs are on both a yearly basis and ultimately a per shoot basis. Don't worry, it might require a little bit of digging but it isn't hard...

There are two different types of costs – *Fixed Costs* & *Variable Costs*

Fixed Costs - Anything you have to spend to run your photography business that doesn't relate to a specific photo shoot

- Studio Rent/Lease
- Insurance for business
- Utilities
- Gear (Cameras/Lenses etc)
- Software
- Computers
- Website hosting fees
- Accountant/Lawyer

Variable Costs – Costs required and vary dependent upon a per job basis

- Labor (your time)
- Photo editing outsourcing (since varies with how many images)
- Travel
- Assistants/2nd photographer

If you don't know what your costs are then you have no way of knowing exactly what your profits really are. Are you ready to find out what your costs are? Lets go...

Add up all of your fixed costs for the year and divide by the number of photo shoots you plan to work for the year.

Then for any photo shoot you do you the formula will look like this:

Photo Shoot Price – Per Shoot Fixed Costs – Variable Costs = Profit

If you want to see about how much your "take home" pay is per hour:

Photo Shoot Price – Per Shoot Fixed Costs – Variable Costs (excluding your time) / # of hours worked

AVERAGE WEDDING PRICE	\$3,000
TOTAL COST PER WEDDING (FIXED + VARIABLE)	\$1,278
TOTAL INCOME PER WEDDING	\$1,722
AVERAGE HOURS SPENT PER WEDDING	25
AVERAGE PER HOUR PROFIT RATE	\$69

PRICING PRODUCTS

Regardless of if you are offering packages or a la carte pricing, pricing your products can be a bit tricky. In the digital age where there is a vast array of product offerings, including many that our clients have access to, it can feel wrong to charge a premium for products knowing that savvy clients have good insight into how much a 4"x6" or 20"x30" canvas print would cost them through Costco. The idea of us offering a "premium" product compared to that of a consumer print lab is true but from a client's perspective wouldn't warrant such significant price increases.

The first step is to understand that your product prices shouldn't only represent a higher quality print but rather include your costs associated with creating that print or album.

If you are a portrait photographer who goes to your clients homes to do in person sales consultations here are all of the different costs related to that photo shoot that are incurred by the time you are all done.

- Photo editing & retouching time
- Travel time to & from in person sales meeting
- Gas for travel to & from sales meeting
- Time spent with client reviewing their photos
- Actual cost of goods of products purchased etc...
- Email/phone correspondence with client
- Overhead costs of cameras, lenses, insurance, utilities etc...

Note – this doesn't include your time spent actually taking the photos which should be covered by your session fee.

So in essence, your time and costs associated with being a professional photographer, artist, consultant and overall expert should be included within your product prices.

How much of a markup should be determined based upon your business structure.

For example, an a la carte and in person sales photographer would likely have higher product prices since most of their business revenue is from product sales rather than their service fee or time in the field.

While a "shoot and share" type photographer makes most of their revenue through charging for their time rather than selling products.

As a very general rule, your products should be at a minimum 400% what the base cost of that product is to cover time spent in creating that product and generate a profit.

However, this rule of thumb is not to be followed for common prints such as 4x6- 16x20 as their base costs are simply far too low for a simply multiplier to generate a realistic sell price.

For example, if a 4x6 print costs me \$0.19 and I use a 400% markup, I'd get a sales price of \$0.76. Meanwhile if a 10x10 wedding album costs me \$200, and I use a 400% markup, the calculated \$800 minimum sell price is far more realistic and meaningful.

THE KEY TO HIGHER PROFITS

As a business owner, the number that you should be most focused on is how much profit you actually are left with after your expenses.

Profit is simply:

PROFIT = PRICE - COST

So if you want higher profits you have two different ways you can get there. You can raise your prices or you can lower your costs. That's it, one of those two options, or better yet, both.

The key takeaway though is, your price number will directly influence how much revenue or bookings you will get through simple supply and demand principles. However, controlling your costs, have no effect over how much you are in demand. Of course if digital photography wasn't an industry with such low barriers to entry with so many photographers it would be much easier to raise prices but that isn't the case.

Now that we understand how to calculate our total costs and even calculate our per hour profit rate lets see exactly how we can adjust our profit without raising our pricing at all.

	A	B	C	D
AVERAGE WEDDING PRICE	\$3,000	\$3,000	\$3,000	\$3,000
TOTAL COSTS PER WEDDING (FIXED + VARIABLE)	\$1,278	\$798	\$1,278	\$798
TOTAL INCOME PER WEDDING	\$1,722	\$2,202	\$1,722	\$2,202
AVERAGE HOURS SPENT PER WEDDING	25	25	15	15
AVERAGE PER HOUR PROFIT RATE	\$69	\$88	\$115	\$147

Scenario A

\$21,568 Fixed Costs per year, \$415 variable costs per wedding & 25 total hours per wedding

Scenario B

\$9,568 Fixed Costs per year (no studio rent/lease), \$415 variable costs per wedding & 25 total hours per wedding

Scenario C

\$21,568 Fixed Costs per year, \$415 variable costs per wedding & 15 total hours per wedding

Scenario D

\$9,568 Fixed Costs per year (no studio rent/lease), \$415 variable costs per wedding & 15 total hours per wedding

The chart above demonstrates that even if you can't raise prices at all, you can drastically increase your profits by being able to adjust your costs. And when being able to reduce both fixed costs & the amount of time spent for each client you can more than double your profit (in this example). The largest variable cost for each of us photographers is most often time spent editing the photos. If you can work towards having a more efficient editing workflow, I have no doubts at all that you will drastically improve your bottom line profits.

PRICING GUIDE TEMPLATES

A LA CARTE - "COVERAGE NOW/PRODUCT LATER" PRICING STRUCTURE

As the photographer, the goal using this type of pricing structure is to book based on your time (coverage) now and then sell them products later. As noted earlier, this has its risks as it requires more "selling" than a one stop shop package, however when done correctly often yields larger per client revenue.

To modify this template for your own:

1. Choose a price for your coverage/session fee and,
2. Include a list of products you want to offer

CLASSIC, ELEGANT COLE JOSEPH PHOTOGRAPHY CANDID, TIMELESS.

FULL DAY WEDDING COVERAGE IS \$3950 & INCLUDES:

Cole and Nicole as your photographers, an engagement session, 8 hrs on wedding day, edited images optimized for online sharing & more fun than you ever expected!

- Only coverage amount above is required to reserve your wedding date, you can add on whichever products below, whenever is most convenient for you to create the perfect package for your needs!

Albums/Hours/Studiobooth/Hi-Res Files

Additional Hour of Coverage - 500

The Studiobooth (3 hrs) - 950

8"x8" Flushmount Albums (Linen/Leather) - 750/875

**10"x10" Flushmount Albums (Linen/Leather) - 1350/1575

**12"x12" Flushmount Albums (Linen/Leather) - 1575/1850

Hi-Res Images with printing rights (Engagement/Wedding) - 500/1000

**Hi-Res images with printing rights given for free with any 10x10 or 12x12 Album purchase

PACKAGES – "ONE STOP SHOP" PRICING STRUCTURE

Packages are the perfect solution if you want more clarity into how much you're bringing in each month, without the risk associated with a la carte and want to minimize the amount of "sales" time spent with each client.

To modify this template for your own:

1. Pick your three price points
2. Adjust your package contents
3. Add an add-on price list to show big value in packages
4. Do not include too many must haves in base package

How to troubleshoot your packages

- Ensure the price gaps aren't too large
- Ensure the base package isn't packed with value
- Make sure the package contents naturally move your clients to the mid & high packages
- Price your add-on list strategically to easily show package value and savings

CLASSIC, ELEGANT COLE JOSEPH PHOTOGRAPHY CANDID, TIMELESS.

WEDDING PACKAGES

ONE

- \$6,249 – \$9,299 value
- 10 Hours Wedding Coverage
- 2 Photographers
- Engagement Session 12"x12" Leather Flushmount Album (30 pages)
- USB with Edited Hi-Res Images (Engagement & Wedding) with Printing Rights
- Online Viewing & Ordering Gallery of Images

TWO

- \$4,999 **Most Popular - \$6,449 value
- 8 Hours Wedding Coverage
- 2 Photographers
- Engagement Session
- USB with Edited Hi-Res Images (Engagement & Wedding) with Printing Rights
- Online Viewing & Ordering Gallery of Images

THREE

- \$3,999
- 6 Hours Wedding Coverage
- 2 Photographers
- Online Viewing & Ordering Gallery of Images

Add On Products

- Additional Hour of Coverage - 500
- Engagement Session Coverage - 450
- The Studiobooth (3 hrs) – 950
- 8"x8" Flushmount Albums (Linen/Leather) - 750/875
- 10"x10" Flushmount Albums (Linen/Leather) - 1350/1575
- 12"x12" Flushmount Albums (Linen/Leather) - 1575/1850
- USB Hi-Res Images with printing rights (Engagement/Wedding) - 500/1000

LET'S SUM IT ALL UP

As you can see, understanding the topic of pricing is no easy task, however, working towards mastering pricing could just be one of the very best things you can do for your business & yourself. Here is a quick recap of everything we covered!

- Packages are great for showcasing value, easier to forecast revenue, limiting time spent per client & easier to create a natural up sell.
- A la carte pricing structures are best for: client flexibility, a lower upfront cost for client, potentially higher revenue per client, simpler by having fewer options and selling to client after trust has been established.
- Risks with packages are: bundle risk, potentially less revenue per client and selling big before doing any service.
- Risks with a la carte are: more “selling” is required, no guarantee to how much sales you’ll make per client, if clients are only used to seeing packages, a la carte structure can be confusing to them.
- Which pricing structure is best for you depends greatly on your own personality strengths, weaknesses and business goals.
- Tips to create packages that sell themselves
 - 3 Packages
 - “Must Haves”
 - Unattractive Base Package
 - List Highest to Lowest
 - Don’t Overstuff
 - Marginal Value
 - Sensible Price Gaps (20%-50%)
- How to capitalize with a la carte pricing
 - No Surprises
 - Sell them on “You”
 - Have a Process
 - A Call to Action
 - Focus on Client Convenience
- There is no magic number to finding the “right” price, the “best” price is the one yields you the desired amount of bookings & profits to achieve your goals
- Mathematical formulas to create the “right” price aren’t accurate for everyone’s situation since they can’t account for personal financial situation (full time vs. part time), personal goals, or economic market conditions.
- Understanding your true costs of doing business is vital!
 - Fixed costs are all costs required to run your business that aren’t specifically related to a specific photo shoot
 - Variable costs are costs required and vary on a per job basis
- The key to higher profits is mostly controlling your labor costs and is most effectively done by establishing sound business processes that increase productivity and efficiency.

I hope I didn't lose you in the tremendous amount of data that we just covered! If you've made it this far, I commend you. You are taking the first step towards pricing & positioning yourself for success!

If you are ready to add more profits to your business by decreasing your per job labor hours spent, without a doubt the easiest way to do so is improving your photo editing workflow.

If you are ready for the ultimate one-two punch to drastically reduce your photo editing go and grab my brand new "Crisp & Clean Presets Collection" & "Import to Export Photo Editing Workflow" crash course showing you step-by-step my workflow allowing me to edit full weddings in as little as 4 hours!

**THANK YOU SO MUCH FOR BEING A VALUED COLE'S CLASSROOM CLASSMATE,
I GENUINELY APPRECIATE YOU :)
-COLE JOSEPH**

