



# Family Photography: The Digital Photographer's Guide to Building a Business on Relationships

*Christie Mumm*

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## **Family Photography: The Digital Photographer's Guide to Building a Business on Relationships**

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Going beyond how to capture memorable family photos, this examination spotlights the special touches and relationship-building skills that turn subjects from clients into friends. The author's signature techniques for generating repeat business are shared, revealing how to remain a family's constant photographer for years—from maternity portraits and baby photos to wedding images and senior snapshots. Specific suggestions are featured, including reaching out through social networking sites, blogging, and hosting special parties and events. Offering a comprehensive approach to building a successful portrait business, this handbook demonstrates how relationships with subjects are just as important as the pictures created for them.

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