

12 ESSENTIAL STEPS *to get your business flying*

A guide on how to make this year
an awesome one for your business,
without even picking up a camera!



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Why are other videographers filming all the best weddings in the most amazing places with fabulous clients?

How can I get planners and other brilliant suppliers to want to work with me and recommend me to their clients?

If only my work was like {INSERT NAME OF VIDEOGRAPHER}'s work then I would be happy.

These are just some of the things that fellow videographers tell me they struggle with on a daily basis.



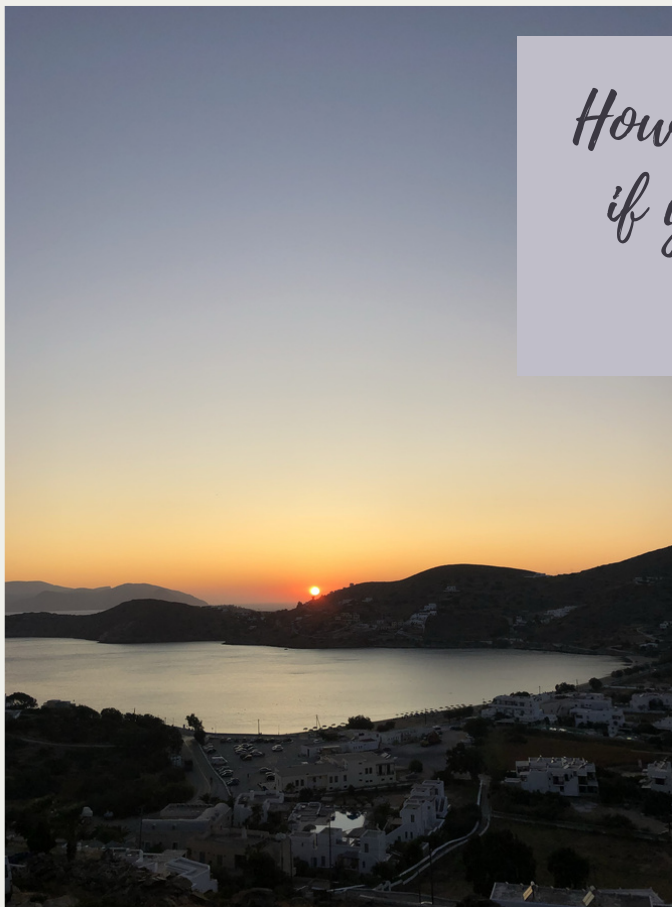
I get it.

*I used to
feel this
way too.*

Of course there is no one answer to overcoming these challenges but the place I highly recommend you start is by getting to know YOUR business better – working on your purpose, refining your style and niche and identifying your ideal client.

1. DEFINE SUCCESS

We all have a different idea of what success means. In the wedding industry it could be about high profile clients; the number of weddings you book; the money you can command, or perhaps the awards you've won. Your priorities may also change over time and it may become more important to have the perfect work/life blend. In summary success might be about your career but could just as easily be about the way you live. The important thing is that you know what you're aiming for.



*How can you be successful
if you don't know what
success looks like*

When I started out as a videographer it was always my goal to film fewer weddings while still increasing my income. That for me meant filming more of my ideal clients in dream locations who had the money and the desire to invest in a luxury wedding videographer. I have achieved this now but it doesn't stop me from dreaming bigger.

**SO THE FIRST STEP IS TO DEFINE WHAT
SUCCESS MEANS TO YOU AND OWN IT.**

"The reason most people never reach their goals is that they don't define them, or ever seriously consider them as believable or achievable."

- Denis Waitley, The Psychology of Winning -

2. WHAT'S YOUR WHY

Your 'Why Statement' is not a marketing pitch or a one-liner; do not mistake it for your unique selling point. My USP as a wedding videographer is "A Woman with a Camera Telling Your Story," but my 'Why Statement' - ie my purpose - is **'to bring out the best in others: to allow everyone to be the best they can be and be content with that.'**

This is the motivation behind everything I do.... training and mentoring, branding films and of course working with my clients on their story through *STORY OF YOUR DAY*.



This is one of my most favourite films. It represents my style and ethos as well as my purpose.

There are lots of tools [HERE](#) that can help you work through what your "why" is, but I also cover this subject in the first module of my flagship online courses.

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WAITING LIST HERE.**

So your 'why statement' is your truth and your purpose and the reason you get up in the morning! It's who you are so putting words to that is not easy!

3. WHO'S YOUR DREAM CLIENT

Knowing the answer to this will save you time and money on marketing because you can be more targeted. It's also the starting point for establishing your niche and THAT is what makes you stand out from the crowd.

Step 1 – Ask 100 questions

Imagine your dream couple is sat in front of you and you are getting to know them. Start with the basics: their name, age, where they live, what they do for a living. Then ask them about their earnings, hobbies, likes and dislikes; do they have pets, do they prefer the cinema to the theatre, what's their favourite food. Ask them all about their wedding - the budget, the venue the dress... Don't worry about the answers; at the moment you're just working out what you need to know.

Now, I found this task hard and I am a nosy journalist! So don't underestimate this challenge.



Step 2 – Work out the answers

This is the fun part, putting yourself in their shoes and answering the questions in as much detail as possible. Once you've done this, what can you say about this person? Recognise them?

Now you can work on your branding and marketing to make sure you're targeting everything towards finding your people.



4. DEFINE YOUR NICHE

I was lucky when I came into the industry because I was doing something new at the time: Storytelling. I didn't set out to create a genre, but I came from a journalistic background, so telling stories is in my DNA. For most, they need to work out what their niche is.

SO, ASK YOURSELF THESE QUESTIONS...

What is your client's current situation?

From this, what is the single biggest (relevant) problem your ideal client has? And what problem do they have that needs fixing immediately?

What can you do to solve these for them?

What are the steps you'll take them through that will get them their desired result? (These are the core elements that make up your unique offer.)
What is the financial, emotional and time cost of them staying where they are or not choosing you?

Then using all this, in one sentence, describe what you do for your clients.



So, forget what other videographers are doing or who they're working with; stop worrying if your films can be as good as theirs and instead, find your own niche and stand out!

5. WATCH NETFLIX...

So this is a nice easy one! But... it's not just about watching movies and television. Look closely at the filming style; be more mindful of the camera angles, the framing, the lighting and everything else that makes up the production.

This is how you as a videographer can take your films to the next level.

I'm pretty annoying for my family because when I'm watching a film or a program I'm always looking at the edits on the cuts, or at how they establish a shot and then move from one scene to another. It's those sorts of things that, if you just become more mindful of, will help you when you're editing and when deciding what footage to capture.

I pay a lot of attention to colour grading as well so (embarrassing confession time) I used to really enjoy watching *Made in Chelsea*. At that point in my career I wanted light and bright film so would take note of the grading to try and emulate it.

*I actually
can't watch a
movie without
dissecting it*



**PRO TIP: KEEP A NOTEPAD
HANDY TO WRITE DOWN ANY
EDIT IDEAS YOU SPOT.**

6... AND CHILL

"Self-care" is an overused phrase but actually, it's really important that you set aside time for yourself - and if you've got a family I don't mean the time you spend with them, I literally mean time just for you. Whether it's going for a walk, reading a book, or meeting up with friends, taking that time to relax and recharge is an absolutely essential part of having a successful business.



When you're planning out your day, plan out time for yourself

The other thing I highly advise is to take creative breaks from filmmaking and editing. I never work on more than one wedding film or edit project at a time. I can't move creatively from one space to another in my head. But sometimes I get the filmmaker's equivalent of Writer's Block and need to take time out. It might just mean a walk or an afternoon off, or it could be a few days, but I always know that when I return to it I will have been brainstorming in the meantime and be ready creatively to tackle it head on.

I remember once my business coach asking me if I'd ever let my mobile phone run out of battery and I instantly replied NEVER! And then she asked me, "then why do you allow yourself to run out of charge, to get to the very bottom of your battery levels, before you consider re-charging?"

7 • TRAVEL TO AWESOME PLACES

So this point does kind of overlap the previous point as there's an element of escape and taking a break, but visiting awesome places is also really, really inspiring. My wedding films are all about people, places and love. These are the things which refill my creative cup. So I love to take the time to travel to new places, either with my family or with work, and get an injection of new ideas.



*Let that inspire
you and inspire
your work and
the way you
want your
business to
move forward*



PRO TIP:

Use your smartphone to take really amazing photos you can use on social media. Clients and potential clients will see your creativity and in turn be inspired to make the most out of beautiful locations.

8. HAVE A PASSION PROJECT

I'm at a time in my very busy career where I don't have a lot of time to do anything for free so I rarely - in fact I never - do any styled shoots anymore and everything I do is part of my business goals.

However, every year I will, without fail, film just one passion project - a "story for the soul." What I mean by this is I look around locally or even further afield and I find something that's a genuine cause. Something that either needs my help or that I feel will help me.

So for instance, last year a local teacher was retiring. She'd worked in the school for 35 years and I wanted to tell her story. My children had been taught by her and really adored her and there were hundreds of children in the small mountain village who had also been taught by this teacher and the school wanted to give her a special farewell - something that she could take away with her and remember for ever.

The school initially asked me to just film some interviews with some of the children to say goodbye but I decided to tell a film about a day in her life as a teacher. It was such a fulfilling project because it meant so much to the teacher, so much to the students, and so much to the parents. And it was just lovely to give something back to this local community of mine



9. CELEBRATE YOUR SUCCESS

I sometimes find it really hard to celebrate any successes or achievements, and that's because I'm always too focused on what's coming next.

It might be a small thing – like when I actually complete a day's to do list I'm too busy thinking about the next day to notice my achievement – or something bigger, like filming a wedding that's been on my location bucket list for instance. I'm so busy thinking about my next achievement, my next step to success, my next goal, that I sometimes forget to celebrate what I've just done.

Don't let this be you. Make sure that you celebrate all your successes however small because it's really important to remember that every single step towards your goal is crucial and important and worthy

Obviously, not every success merits a big celebration! For something small I might just have a glass of champagne, while a bigger win might earn me an afternoon off at the spa or a shopping spree.

How you reward yourself is entirely up to you.



Stay mindful of your successes

10. YOU DO YOU

So this is an absolutely essential step in order to become a successful videographer. I totally get it that when you first start out you take inspiration from other videographers – I know that I did – and that's great, but the problem is when you take that too far: when you watch other people's work on a daily basis and obsess over it and allow that to make you feel inadequate. If you let that Define you and how you work and how you edit then you're just setting yourself up for disappointment.

Unless I'm asked to critique another professional's work I rarely watch other videographers' work these days. I have carved out a niche as a storyteller that means that I am only concentrating on improving myself and my work and therefore it doesn't matter what other videographers are doing.

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with Emma Wilson

This is a key principle behind how I structure the online and face-to-face training I deliver. I'm not out to create lots of Mini Emma's, but do want to share my skills and experience to inspire.

Of course there are grading, editing and tech trends in the videography industry and some videographers are chameleons and follow those.

But if you have an established style then it's important to stick with that. Plus, if you don't follow trends your work will be more timeless and therefore more accessible to clients who want to have a film that lasts them a lifetime, rather than something that looks uncool a year or two later.

It isn't a good idea to obsess about someone's work so much that you want to emulate it and not be yourself anymore.



11. OUTSOURCE

I limit the number of weddings I do each year to 15 because I have other work - I have corporate commissions and I have my training programmes - so I've set myself a limit of 15 epic commissions a year. I'm able to do this because of my price point which means that I can film less and earn more.

The other thing I do which I feel is really, really important is to outsource the boring tasks. This means I can concentrate on the creative side of my business, the part that I absolutely love, so that's my filming, editing and working with my clients directly.



PRO TIP:
Make a list of all the things you do and then circle the things you enjoy or need control of. Everything else - that's what you outsource/

As an example, I outsource some daily tasks like SEO or making my blog posts look pretty, leaving me free to actually write the post, as well as design work like creating brochures that look really epic. It might be that you invest in technology to automate parts of your business - for instance I use Studio Ninja to help me with my workflow - or hire an expert for things like website building and digital marketing.

So allocate your tasks and your outsourcing carefully but just bear in mind that the more you outsource the more time you have for the parts of the business that you like. Therefore you can truly be doing a job that you love and are passionate about.

12. NETWORK AND CONNECT

As well as building a relationship with all my potential and existing clients I also work really closely with other suppliers and venues in the industry. Why? Because not only does this build trust in me but it helps with getting referrals and recommendations.

However, you can't just reach out to planners and expect them to start suggesting you over another videographer. Your relationship needs time to nurture if you want to become their go-to person.



In my Evolve online training I have a interview with Lucy Wright, a UK wedding planner, and we talk about the best ways for videographers to network with planners in order to get future work

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WAITING LIST HERE.**

Ways to get on their radar

Offer to make a branding film for a planner or venue free of charge.

Work on a wedding with them at a slightly reduced rate so they get a chance to see you in action.

Include suppliers in blog and social media posts - use a quote from them and then link back to their website.

Recommend them to your clients.

Networking events can also be a really good idea in the industry but make sure there is a wide range of suppliers or you'll just be meeting your competitors!

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—VIDEOGRAPHY TRAINING—

with Emma Wilson

Evolve Videography Training is a holistic approach to learning alongside other like-minded film creatives. Now more than ever, you know that standing still is not an option and I can help you, just as I have for others like you, in several different ways. To find out more about Evolve Academy, Retreats and Solo Sessions, click on the icons to visit the website.

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*Be Inspired, Educated,
and Empowered*

"I have seized every opportunity to take advantage of any mentoring she offers and my business now proudly and confidently offers videography alongside photography. And while nothing compares to a happy client, I am still most proud when Emma approves of my work."

—Natascha, Belle & Sass

EMAIL EMMA