



Creating demand for your wedding filmmaking brand is essential to your business thriving but for many filmmakers they just don't know where to start. In this worksheet we will lay out FIVE PILLARS TO CREATE DEMAND FOR YOUR WEDDING FILMMAKING BRAND. Visualizing is a create tool for creating action, so we encourage you to write down goals and strategies to improve in each of the FIVE AREAS. It's also super important to be honest and assess where you are really at, so add a score from 1-10 next to each of the pillars. It's for YOU and YOU alone so be brutal and create personal accountability.

## CREATE REACH

Reach is a measurement of how many people your brand is getting in front of. What are some ways you can improve your brand's reach? Consider free methods to increase your audience as well as paid opportunities and don't overlook simply tweaking or doubling down on methods that are already working for you. You don't need to reinvent the wheel.

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## GET GOOD

At the end of the day our art is our product, so your product needs to be amazing to reach the most people and create demand. What are some areas you can improve your films and product? Create an action plan for areas you want to grow as an artist.

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## CREATE AN EXCELLENT CLIENT EXPERIENCE

We all know we are only as good as the experience our clients have when they work with you. What are some ways your brand can improve at making sure clients are an perspective clients can't wait to tell other people about you?

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## CREATE A COMPELLING BRAND

A brand is all about what people are saying about you when you are not around and it speaks beyond the work. What are your values and what will the experience workign with you be like? Are you trustworthy? Everything between the lines is branding. How can you level up your brand (not just visual identity and logo) to speak VOLUMES for you, even beyond your work!

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## GET CONNECTED

It's not what you know it's WHO you know (Yeah. Yeah. Yeah. Generic. We know. But... true). How can your wedding filmmaking brand connect with the wedding industry and movers and shakers in your sphere of influence? Do you need to get out of your shell? How can you serve other vendors in your area AND make it genuine?

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