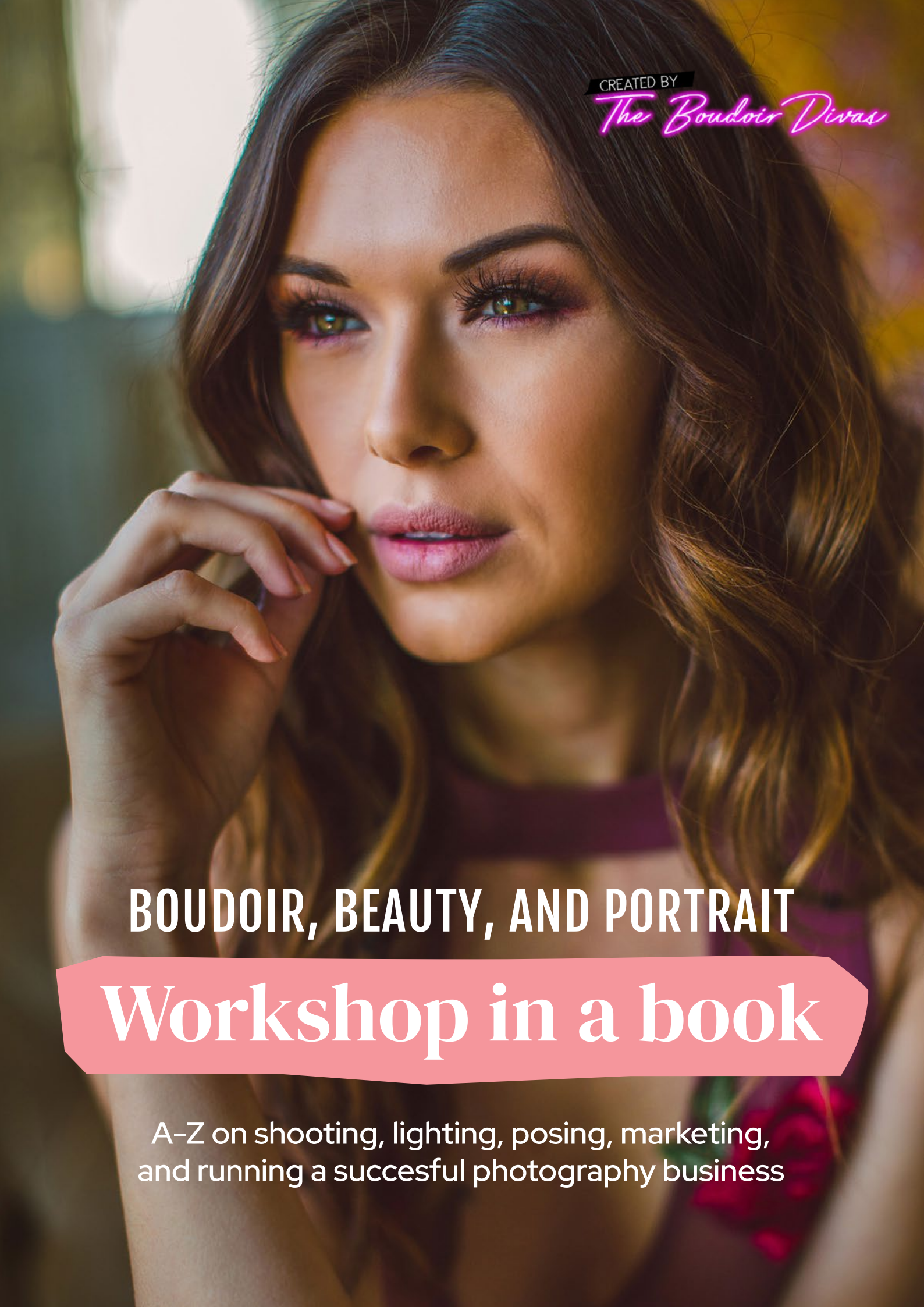


BOUDOIR, BEAUTY, AND PORTRAIT

Workshop in a book

A-Z on shooting, lighting, posing, marketing,
and running a succesful photography business



This workshop in a book includes an overview on lighting, shooting, post-processing, workflow, marketing and branding and how The Boudoir Divas have designed their hugely successful boudoir studio with their distinct business model.

Perfect for the photographer who is either looking for ways to refine or start adding women's portraits or boudoir to their list of services by learning how to create a profitable, efficient, and marketable studio with your own unique brand - all while having the rewarding profession of making every woman feel incredible!



Thank You

Ashley Vitalle, Lindsey Estes, Deena Cormier, Julia Ensign, Kimberlee West & the rest of our amazing Boudoir Divas team: we are incredibly thankful for you and we are thrilled to be able to work with you!

To all of the fabulous women who gave us permission to use their photos: thank you so much for letting us use your images to educate other photographers with this book.

Our awesome sponsor: Bay Photo, thank you for supporting us and believing in what we do. We are so grateful to be partnered with such an amazing company.

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THIS BOOK MAY NOT BE RESOLD.

Notice of Disclaimer: The information in this book is merely an opinion and in no way should authors be held liable for information in its contents.

Updated version written by
Marissa Bouchér

Original 2008 version written by
Marissa Bouchér and Kimberlee West

Edited and Designed by
Julia Ensign



I encourage you to commit to creating joy + abundance in your life, with photography as your vehicle. -M♡



Marissa Boucher

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ABOUT THE AUTHOR



"Your business is a vehicle to pour love onto others and make a difference in this world." - Marissa

Marissa Boucher has been at the forefront of the boudoir industry since 2001 as the owner of The Boudoir Divas. Marissa and her team, have photographed over 5,000+ women, many of them flying to their studio from all over the world. She has had the honor of speaking and leading workshops across the country and abroad.

Marissa offers a bi-annual program called "Adventuress, A Photo Expedition Trip" that she modeled after her success with destination shoots. Adventuress is a group of like-minded women that come together for an adventure photo expedition and is offered to models and photographers alike. The always sold-out week-long adventure takes place in epic and exotic photo locations- most recently in Tulum, Greece, and Paris.

Though Marissa now resides in Nashville, TN after falling in love with a country singer, The Boudoir Divas thriving main studio is still based by the beach in sunny San Diego. Because of her revolutionary digital marketing techniques, she is able to run her entire business from across the country. Using a unique blend of sales and ad automations, she is able to virtually fill the calendar with shoots and then delegate to her incredible personally-trained team of photographers and production managers while she's away. However, her love for boudoir keeps her flying back every six weeks or so to shoot clients herself. She has also fallen in love with photographing musicians at her home studio in Nashville. Her work was recently featured by YouTube on a huge billboard in downtown Nashville.

From the beginning, Marissa has always been deeply passionate about helping photographers all around the world build their own thriving businesses. She currently pours her heart, knowledge and new business discoveries into a membership site for photographers aptly named, "Marissa's World". This inspired Boucher to create the Ultimate Step-by-Step Strategy Guide called The Catapult Strategy.

MARISSA'S WORLD

CREATED BY The Boudoir Divas



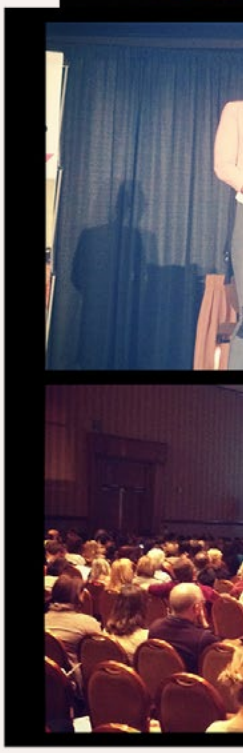
Get exclusive access to monthly video tutorials and resources for photographers

LET'S GO!



Introduction





Boudoir, Beauty and Women's Portrait Photography is a very lucrative and rewarding market.

Many photographers dabble in boudoir, and that's wonderful. However if you find you're really passionate about it, there's a way to create a wildly successful business around the art of empowering women. This recipe is fairly simple and in this book we are going to share our personal formula with you.

When we first started our "Bringing Boudoir Back" campaign back in 2007, boudoir was still a largely untapped market.

Year after year, our platform speaking proposals to the big photography conventions were overlooked, because we were told that boudoir was 'something from the '80s'. Even local wedding magazines put up major resistance against boudoir. One prominent magazine editor was rude enough to compare boudoir to baby's breath floral. "The trend is over" she said.

We made it our mission to convince our clients, the photography industry, and the world that boudoir was making a comeback - and that it could be done in a current and cool way.

We had a vision that boudoir photography would be THE next big thing and that all photographers would start offering this service to their clients.

20 years later we can say that our dream has been realized.

BOUDOIR IS BACK and it's here to stay!



Photographers all around the world are already shooting boudoir, and if you have this book, then you are obviously savvy enough to know that boudoir is a very rewarding and lucrative business.

Our Boudoir Divas studios in both San Diego and Nashville have created a recipe for doing just that - and in this book, we will share exactly what we have done to tap into this market and create a business that is successful and thriving.

We hope this book will provide you with invaluable tools, practical information, helpful tips, and loads of inspiration and ideas to help push you in the direction YOU want to go with your business. We want you to find success in boudoir, whatever success looks like for you.

Dare to Dream

What do you see for yourself? You need to be able to see it in your mind's eye to make it happen. I encourage you to take time to reflect on your life & business, and write down what goals you want to set for yourself in the coming year.

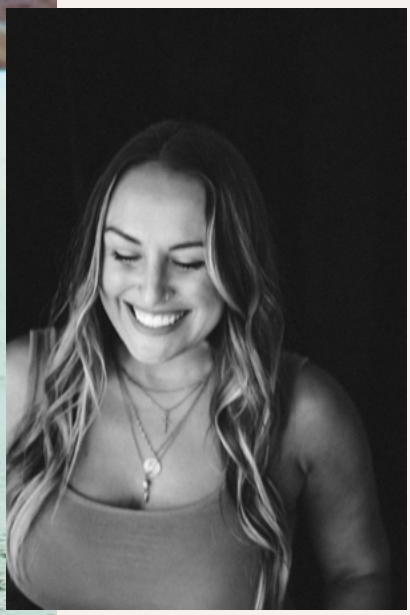
01. What do you want to accomplish?

02. How do you want to grow?



It’s my hope that this book shows you the framework of a successful women’s portrait business while also giving you the proof that

your wildest dreams can come true!





What's amazing and possible with boudoir

and

WOMEN'S EMPOWERMENT PORTRAITS



Women ARE seeking out this service!

It doesn't matter if you are an experienced wedding photographer, someone just starting out or if you are building your business in a metropolitan city or a tiny town. If you are able to create beautiful photos and give your client a very comfortable, fun experience, then you WILL build a name for yourself and your boudoir business. If you can tap into this market, women will find you, and you will be blown away by the demand for your business.

Every woman would love to have a boudoir photo of herself, even if some won't openly admit it ☺

Some women may be telling themselves that they aren't 'sexy enough' and don't know how to 'do sexy poses' - so they think they can't book a boudoir shoot. But if you can create a marketing campaign to address her fears, change her association to the word boudoir, and show her the value of a boudoir shoot, then you will find that there is a larger market for boudoir than you could have ever dreamed possible.



Why Boudoir?

Throughtout this book we are using the word boudoir interchangably with "women's portraits, beauty and glamour".

01 It's a niche

Working in a specific niche not only saves you time and energy from trying to be a jack of all trades, but it makes it far easier for potential clients to find you and understand exactly what you offer.

02 It's profitable

I've bought homes, traveled the world and created a lovely investment portfolio... all with the profit from boudoir. And you can too!

03 Women are seeking boudoir

Ladies love to talk, and if a gal has an amazing experience at a boudoir studio, their friends are going to want one too!

04 It empowers women

I know that my clients leave their photo shoot feeling more alive and in control of their destiny than when they walked into my space. They see themselves in a new, beautiful light.

05 It's fun!

Um....playing dress up, creating sets, and taking pictures... yes please! You wouldn't even have to pay me to do that! But shhhh, don't tell anyone I said that.

06 You can travel the world

Our team has done destination shoots all over the globe. Travel + styling + photography = my dream come true.



Our role as a photographer holds power.

This is about *empowerment*

I once had a photographer tell me "I'm gonna shoot from really low to elongate your legs." As he proceeded to lay on the ground. As someone who has always been teased for short, stubby legs- the wind fell out of my sails.

With one thoughtless sentence we could make someone feel awful. We need to do our best to be as self-aware as possible and watch our words and attitudes to make sure we make our clients feel encouraged. We need to be aware of how we perceive beauty and that we have been conditioned our whole lives that a,b,c is "beautiful" and x,y,z is not. It's important that we don't push our conditioning on someone else.

Our job is not to make someone look thinner, or curvier, or younger. Our job of course is to take incredibly flattering images (that's why they chose us), but we need to be discerning about our intentions and the way that we pose and guide them.

We are not trying to make them someone they are not. We believe they are uniquely beautiful, and we are reflecting back to them what we see.

Our job is to hold space for them to celebrate who they are. To do something special and brave for themselves. To encourage and comfort them.

And... to glam them up a bit and put them in gorgeous light. Most people never get this opportunity in their lifetime. So while I take what I said before very seriously, I also have a heck of a lot of fun doing it!

Here are comments from some of our previous clients



Sat, Nov 16, 9:35 AM

This is an absolute must for any woman! As a working mom of 3 feeling sexy has become so difficult for me. This year I decided to do some self care and what better way then to get in touch with my feminine side! I was so nervous but Marissa made me feel so comfortable and like a total queen! The pictures I received were better then I could have imagined! She made me feel like a super model! This will definitely be an annual event for me! Every woman needs a boudoir shoot! And no one is better then Marissa to do that with!

❤️

Eris McKelvey Wilson
I don't think there is anything in my life that has made me change my personal view of myself quite like my photoshoot. You captured me in a way that startled me, made me feel more beautiful than I ever thought was possible. I have carried that with me through my life. Sometimes I find myself slipping back into my old mindset, when I catch it I look at the pictures to remind myself. Thank you for giving me something positive to say and believe in my internal dialog. Time for another shoot soon!

Like · Reply · 21w 1

Angela Butler Marissa C Boucher gave me more than a photo shoot. Through her talented eye and lens, she captured the woman I thought had disappeared amongst every day stress, heartbreak and medical problems.
I have my 2 favorites up in our bedroom. I look at them daily to remind myself not to lose me again.
This is an experience every woman who loves being a woman should have. 💖

Like · Reply · 12h · Edited 1

MALE BOUDOIR *photographers*



photo credit: Adrian Ong

One of the questions I get asked the most is "as a male, can I still be successful in this business?" And the answer is always, "heck yea you can!"

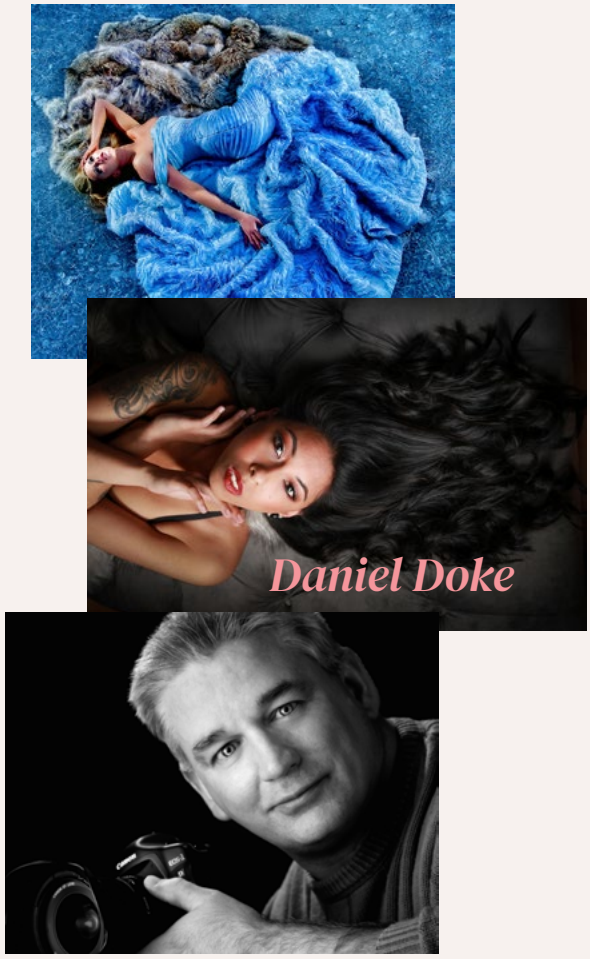
In some regards, a female photographer might seem to have a slight advantage in this market. However, we believe this idea can be altered if a studio has a tasteful portfolio and if the male photographer has testimonials with clients speaking highly of him and his professional attitude.

Male Boudoir Feature

I have worked with various male boudoir photographers in my courses and trainings. Here are a couple I am working with now that are doing amazing things!



"Boudoir has changed my life. It has allowed me to create a safe place for women to express themselves in ways they have never imagined. Most of my clients have beautiful stories to tell about their lives, and I am here to tell their stories. To help them to see themselves in a new light. This has become my goal, and each time I see their reactions to their photos and experience, it humbles me to say that I have achieved seeing past their past. Lastly, as a boudoir photographer, I have always started with each session with the mindset of Vision, Passion, and Expression to sum it all up." - Adrian



"I first started beauty and boudoir photography just for business. It soon changed my vision of who I am as an artist, photographer and individual. Seeing women who are the true heroes in our everyday lives and not knowing how powerful, elegant and graceful they really are. My challenge since then is to bring out every bit of beauty, strength and confidence in every woman I photograph." - Daniel

Lighting



Lighting for boudoir is extremely important, and we believe that it is absolutely necessary to master how to light your clients in a way that shows them off.

Over the years, we have developed some very easy lighting recipes that make our clients look gorgeous. These days anyone can take a decent photo with their cell phone. It's the lighting, angles, styling, and coaching them with posing and expressing that earns you the big bucks! The key is to get started with the basics, and then work your way into other lighting set-ups as your boudoir business begins to expand.

Natural Light

Your initial lighting set-up can be as simple as a large room with a window, if you want to start with simple natural light.

Natural light from a window is obviously the least expensive lighting set-up you can implement for your boudoir shoots, and it's simply beautiful. As long as you have large windows with quality light coming through, you're good to go!

We do love natural light, it is our favorite, but we do understand that beautiful North facing large, private, windows are hard to come by. So don't despair if you don't have any.

In the past we didn't have perfect window light, by adding a sheer curtain, a reflector and upping the ISO we made it work for us.





Studio Light

We want to stress that you don't need to be overwhelmed when you think about studio lighting. We understand that it might seem like a daunting task- but it doesn't need to be. Don't be scared of studio lights!

For years we used only studio lights and we totally thrived. We find we have more control when trying to flatter a gal's figure with studio light, it's also a bit more dramatic, we can create more variety in the look of the shots, and we can shoot at all times of the day. If you have natural light, that's awesome, but by adding some black-out drapes and learning how to use studio lighting, you can have the best of both worlds and offer your clients more variety.

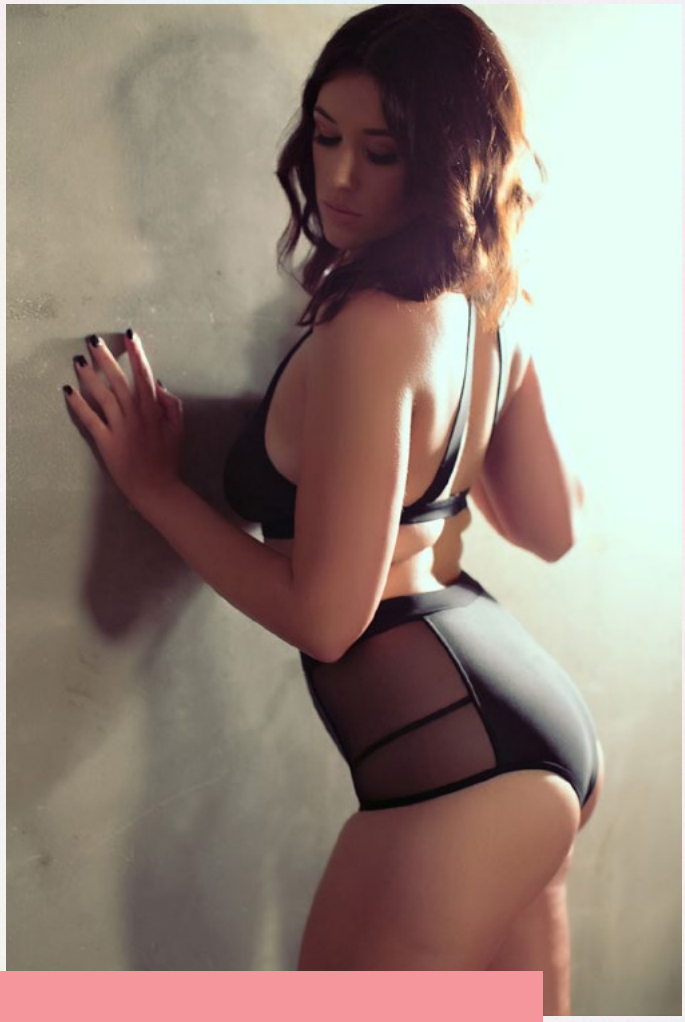
While you're shooting, don't worry too much about "doing it right." As long as you pay attention to how flattering it is on your subject, you'll be fine. Take notice of what's happening with your lighting; be critical about the shot, pay attention to where the light is falling and how it's hitting your client. Is the light coming from too high above, creating deep shadows under her eyes and nose? Simply move the light around until you see lighting that is the most flattering as it hits your subject's face.



Observe the difference in these images

Both of these shots are using the same exact continuous light, we just changed the position of the light. Same light, different "look".





That's why we love continuous lights over strobe/flash. The output on continuous is always the same and we can just move the light around and see what looks best on her without having to take a bunch of test shots.

We have our "go-to" lighting set-ups, but you don't just have to stick to the basics; it's so much fun to experiment too! Try out different lighting set-ups that aren't mentioned in the coming pages - get creative and have fun.

Photography literally means "painting with light," so approach your shoots with this mentality. You have a canvas in front of you and the opportunity to try out various techniques to make your client look *amazing!*



STUDIO LIGHT *recipes*



In the following pages we are going to show you a few different lighting set-ups that we have found work well for us - these are the ones we use on a regular basis with all our shoots.

I've intentionally ordered and used the most affordable options I could find to show you that you can create incredible images on a budget.





Moody Luxe Glam

1 LIGHT

RECIPE 1


OPTIONAL REFLECTOR FOR A BIT OF FILL
NEEWER
HONEYCOMB
GRID ON NEEWAR
STRIP SOFTBOX





Luxe Glam

2 LIGHTS

RECIPE 2


NEEWAR LED SOFTBOX
GODOX S30
SPOTLIGHT





Luxe Glam

3 LIGHTS

RECIPE 3


FAUX VELVET
CURTAINS (4)
GODOX S30 SPOTLIGHT
WITH GOBO & FILTER
NEEWAR
SOFTBOX
HONEYCOMB GRID
ON NEEWAR STRIP SOFTBOX







Moody Luxe Glam

3 LIGHTS

RECIPE 4


HONEYCOMB GRID
ON NEEWAR STRIP SOFTBOX
NEEWAR
SOFTBOX
GODOX S30
SPOTLIGHT
W/ GOBO & FILTER
BLOWUP
MATTRESS





Hollywood

3 LIGHTS

RECIPE 5





Same lighting, I just moved positions



Moody Legacy

2 LIGHTS

RECIPE 6


PRINTED MUSLIN BACKDROP
FRESNEL
TUNGSTEN LIGHT
NEEWAR SOFTBOX
BLACK OUT
DRAPES

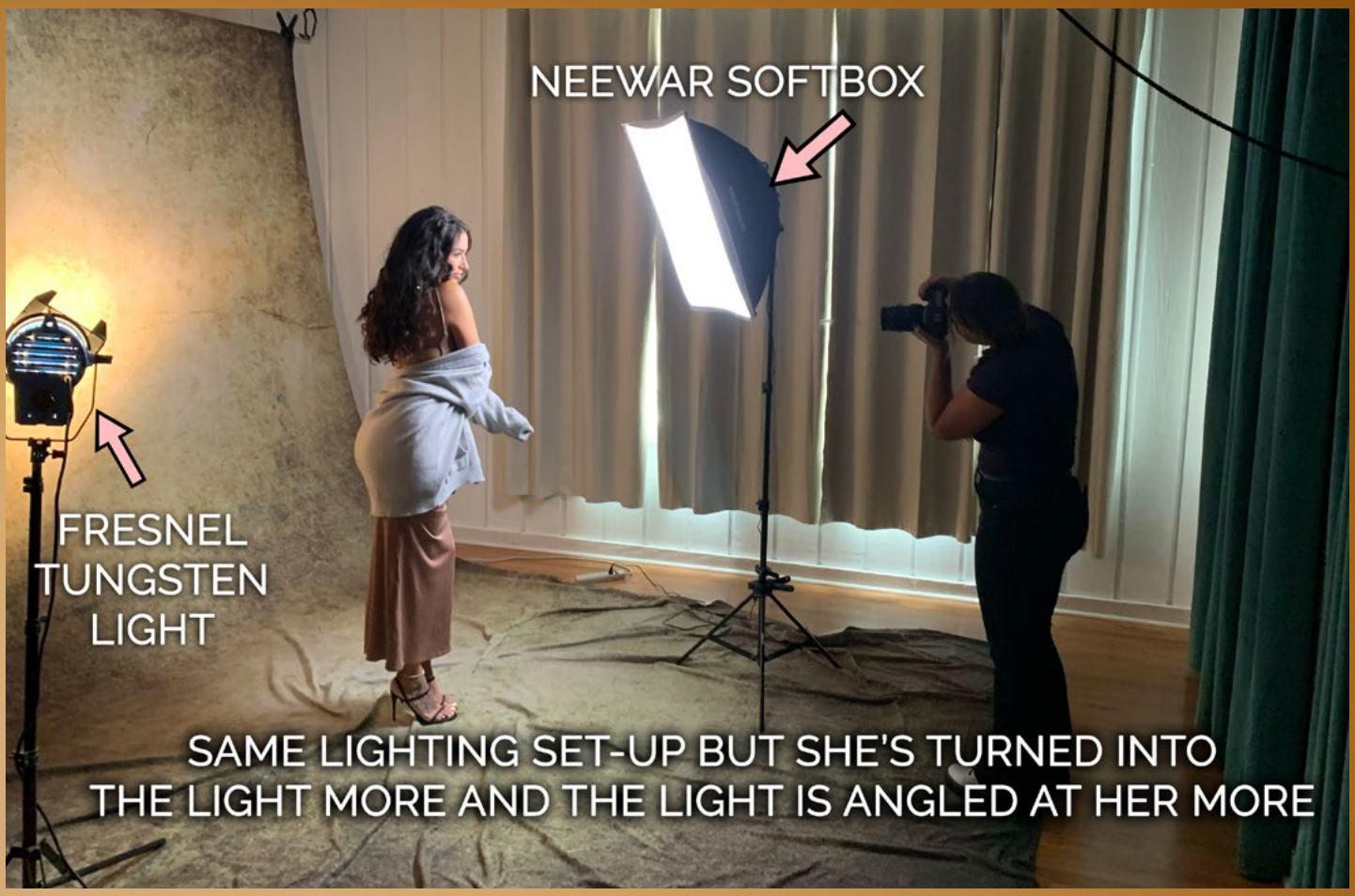




Legacy

2 LIGHTS

RECIPE 7


NEEWAR SOFTBOX
FRESNEL
TUNGSTEN
LIGHT
SAME LIGHTING SET-UP BUT SHE'S TURNED INTO
THE LIGHT MORE AND THE LIGHT IS ANGLED AT HER MORE





White Sheets

3 LIGHTS

RECIPE 8


NEEWAR SOFTBOX
(DOESN'T NEED TO BE STRIP)
WHITE
PAPER
BACKDROP
GODOX S30 SPOTLIGHT
NEEWAR SOFTBOX





Cinema

2 LIGHTS

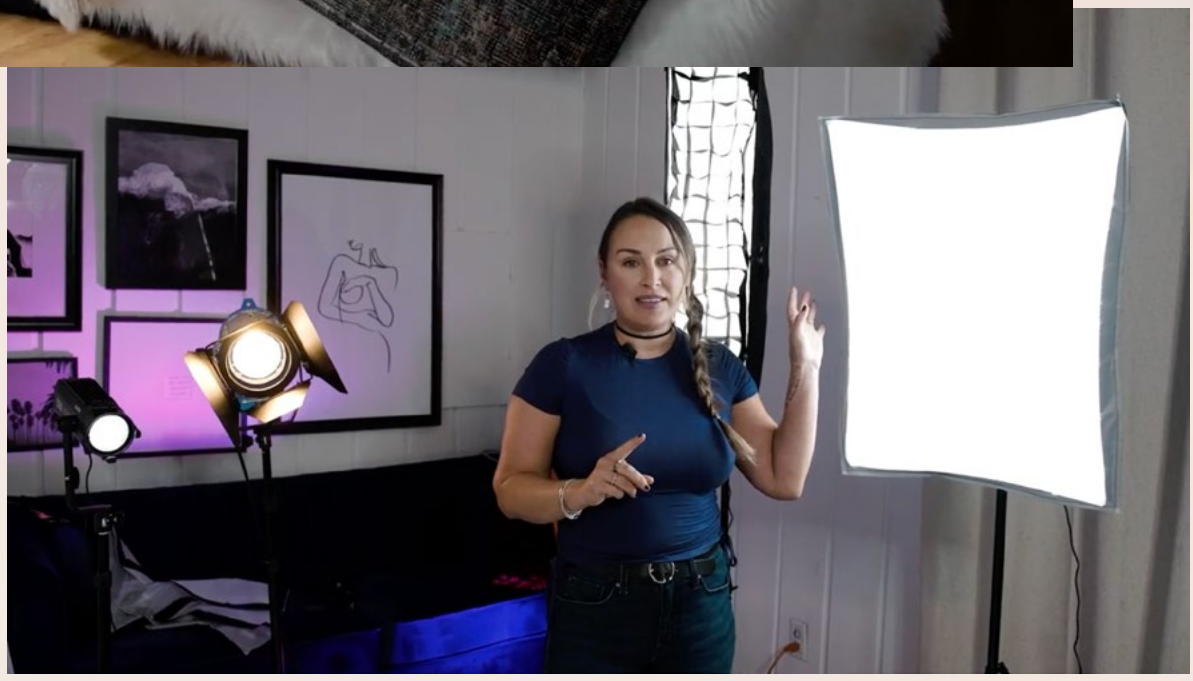
RECIPE 9


WHITE
PAPER
BACKDROP
NEEWAR SOFTBOX
NEEWER
NOT ON
FRESNEL
TUNGSTEN LIGHT









MARISSA'S WORLD
CREATED BY
The Boudoir Divas



Watch these lighting tutorials on Marissa's World!

If you would like access to in-depth tutorial videos on all of these lighting techniques I use on a client, click the button below!

CHECK IT OUT

Lighting Equipment



HONEYCOMB SOFTBOX



TUNGSTEN LIGHT



SOFTBOX LIGHTING KIT

unnecessary attachments
(but I love them!)



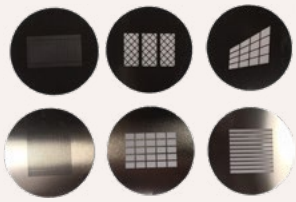
TRIPOD STANDS



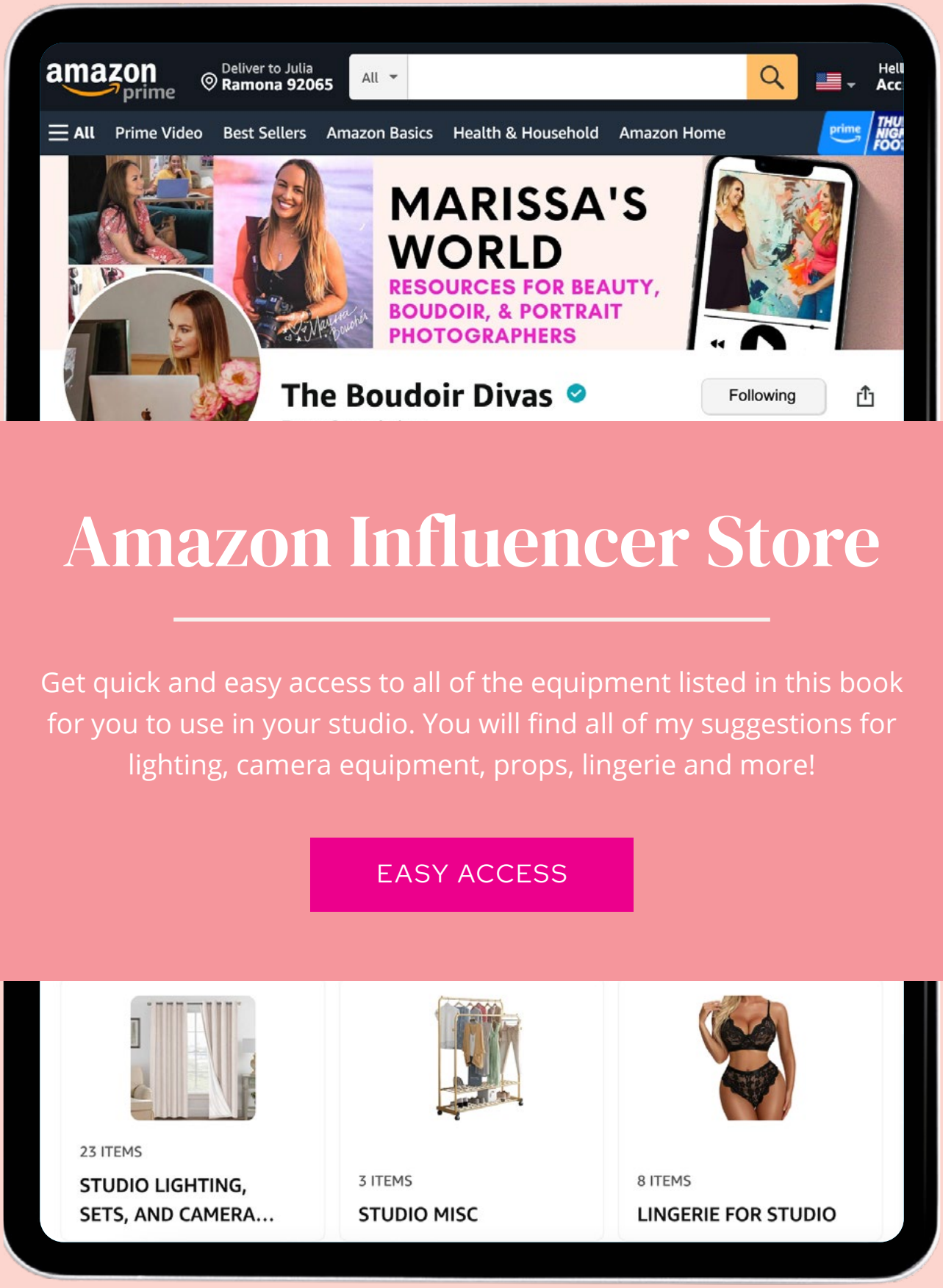
CONTINUOUS SPOTLIGHT



PROJECTION ATTACHMENT



FOCUSING LED LIGHT



Amazon Influencer Store

Get quick and easy access to all of the equipment listed in this book for you to use in your studio. You will find all of my suggestions for lighting, camera equipment, props, lingerie and more!

EASY ACCESS

Camera & Lens Equipment

Camera

A high-quality DSLR or Mirrorless camera is a definite must. As far as the quality of the camera, it's important to make sure that you'll be able to shoot at a higher ISO (800 or 1600), while still getting good quality in the end product (little to no digital noise or too much grain). I prefer a full frame camera so that lens lengths aren't compromised.

Lenses

Make sure you're using a lens that will allow you to shoot with a wide aperture (we think shooting at 2.8 is ideal). A wider aperture is absolutely imperative when shooting portrait photography in general; and especially for boudoir. Using a wide aperture will allow you to keep the subject's face in sharp focus while blurring out everything else.

When using the 24-70mm, 70-200mm or another zoom lens, remember that it's best to stay farther away from your subject so that your lens doesn't distort any facial features. If you stay zoomed-in around the 70-200mm range, you'll see better results. You can use either a zoom lens or a prime lens; we go back & forth between the two and see the benefits of both.

* Keep in mind: awesome lenses are expensive for a reason. As a professional, quality is key, better glass means better quality.

Accessories

Memory cards: I highly recommend not skimping on memory cards, go with the faster speeds, higher quality, and best reviewed cards.
Brand Name Batteries: Knock-offs don't hold a charge as long/fall apart faster.
Reflector/Diffuser: Super useful in all kinds of scenarios.



CANON
EOS R5



24-70MM
F/2.8



50MM
F/1.2



85MM
F/1.8



70-200MM
F/2.8

If you are saving up for lenses and want to know which ones to purchase, we would say go for the 24-70 first, then the 50mm 1.2 (or the 1.4). The 1.4 is quite a bit cheaper and recommended if you are on a budget. Don't buy into the mentality that you need to 'spend more to make more'!

We typically stay at a 1.2-2.8 aperture, perfect for boudoir photography. We love keeping the focal point of our photos on the eyes of our subject, and blurring out the rest of the frame.

SET *design*



You don't need a big space.

You don't even need a dedicated photo studio. When I was just starting out I turned half of my garage into a shooting space. All of the photos on the following pages were created in a just **300 sq ft** of studio space**!**

Sets

We call them "sets" because it sounds very Hollywood glam, while "backdrops" sounds like a typical photo studio.

Using the room:

Don't underestimate the most basic elements found in your shooting areas! Many of our classic shots and poses use nothing more than a basic wood floor or a wall draped with fabric. Sometimes when you take away all of your props- and you're simply left with the basics, it allows for even more creativity. No distractions in the photo means all the attention goes to your client.

Lighting:

For all of our wallpaper sets we use one continuous light and will sometimes also use a reflector propped up to fill in the shadows. We may also choose to fill the shadows with our photoflood or "Hollywood" light for a more dramatic 1940's feel.



Shooting:

It's best to keep your client as far away from the backdrop as possible while shooting at an F-stop that is fairly wide open (1.2-2.8). This keeps you from seeing too much of the texture of the "backdrop."

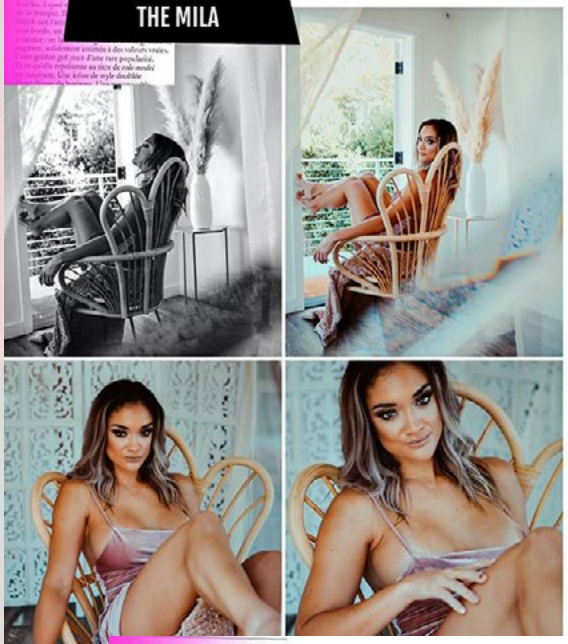






SETS

THE MILA





THE VIVIAN





CLASSIC MARILYN

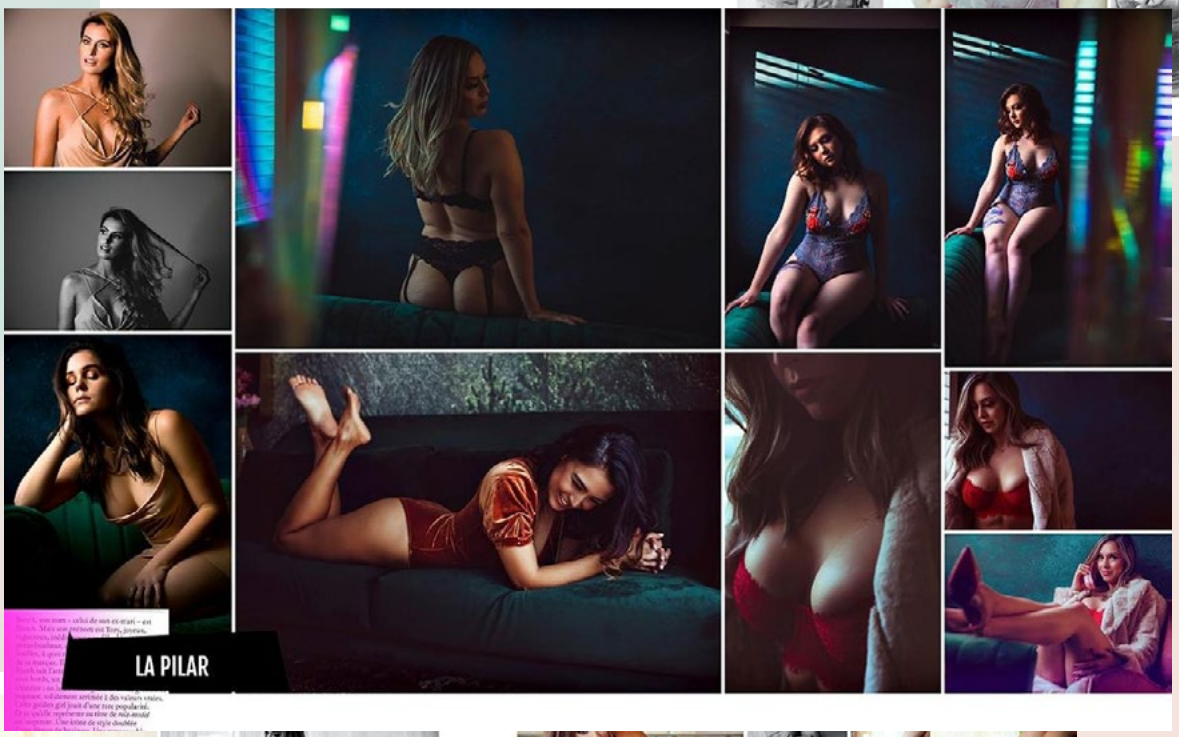




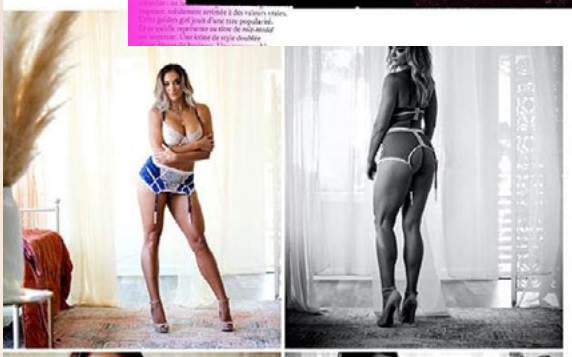
THE ALLEGRA







LA PILAR





THE LANA

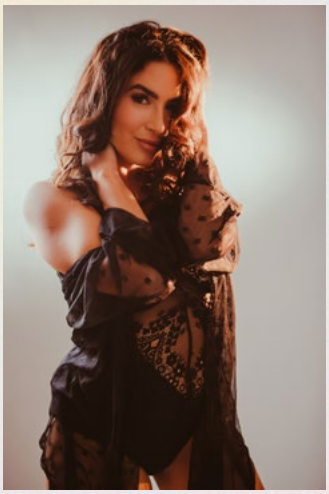
SETS

Backdrops & Curtains

Here are some of the affordable go-to's for backdrops and curtains along with the photos I captured using them.



PAPER BACKDROP



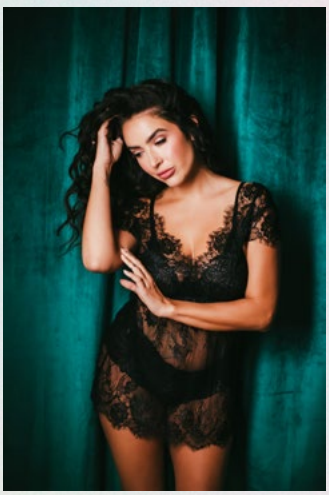


PRINTED BACKDROP





VELVET CURTAINS



Furniture

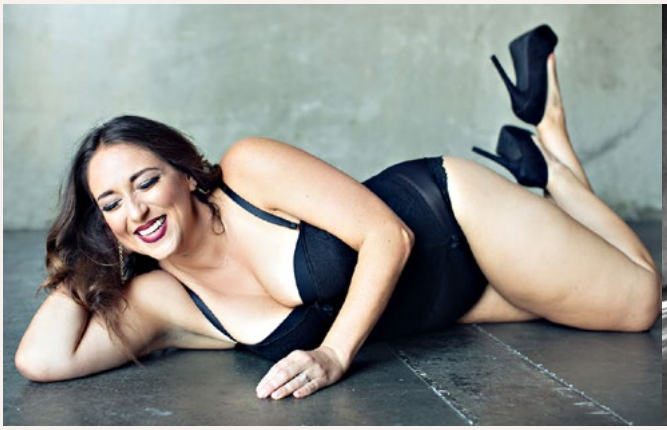
If space is limited, be very picky and strategic with your furniture choices.

The floor:

We love using the floor by itself! When you don't have any additional props in the shot, you're able to focus on getting great poses and facial expressions.

Faux wood mat:

Even when we rented a place that had ugly carpet, we rolled this over it and it looked legit in photos."







Furniture Items:

We love light weight items like chairs, stools, benches, couches and beds or blowup mattresses. If possible try to put the heavier items on wheels to easily move them around to different sets.











Props

It's important to be selective when choosing props for your studio.

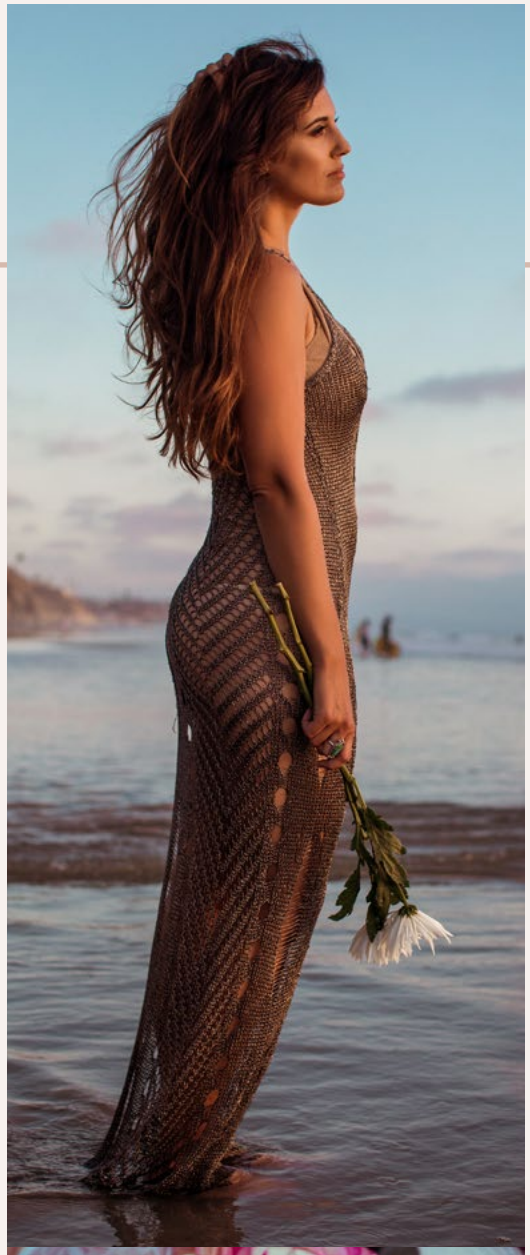
There are a lot of cheesy props in the world of boudoir photography. Think about designing your sets as if you were a set designer for a classic, sexy, movie. By keeping your props simple, you will also ensure that the focal point of the image remains on the gorgeous woman you're photographing, and not on all of the things that are surrounding her. We usually only incorporate one prop per set.

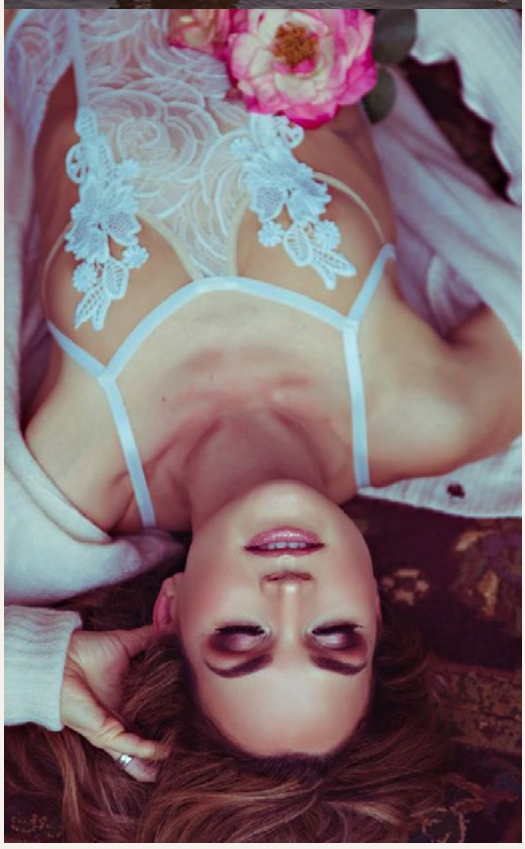
Make it your own:

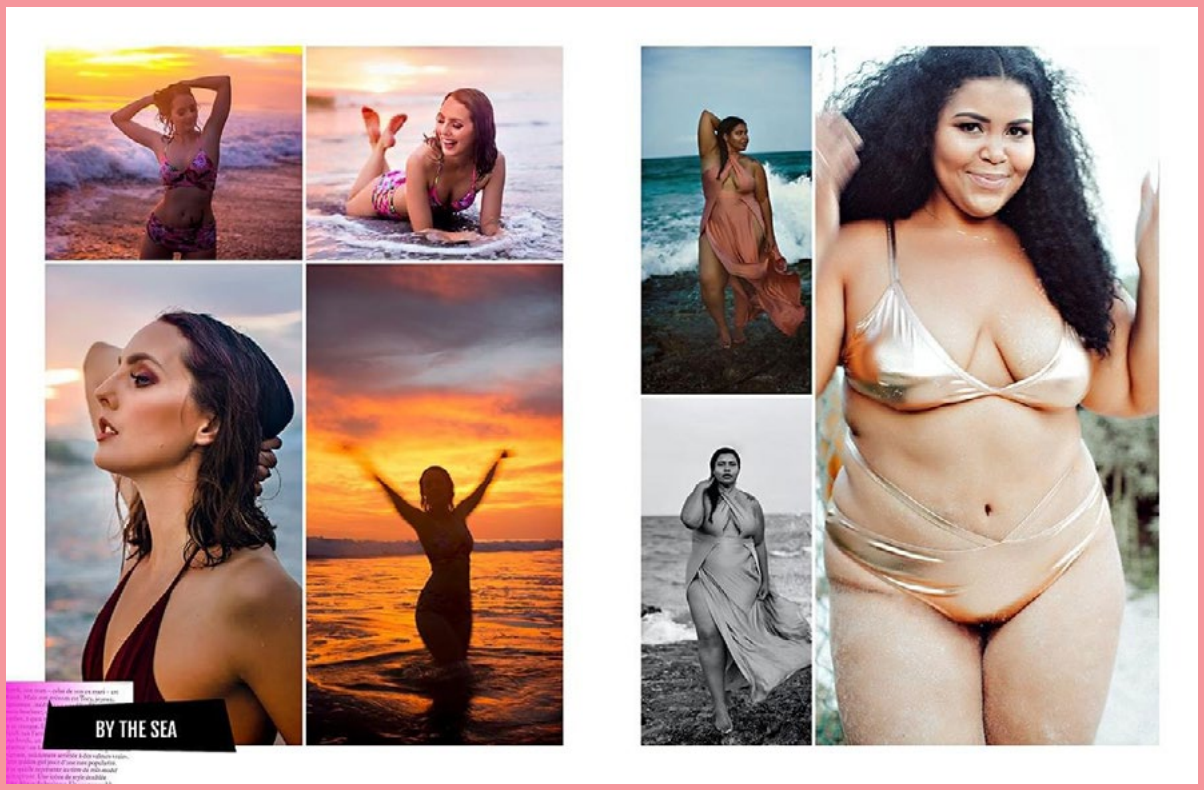
For your own boudoir studio, you'll want to find props that fit with your style and the overall "look" that you're going for. **Your studio's style is so important!**

Fans:

Fans add movement and expression! And the client usually loves the little bit of cool down.

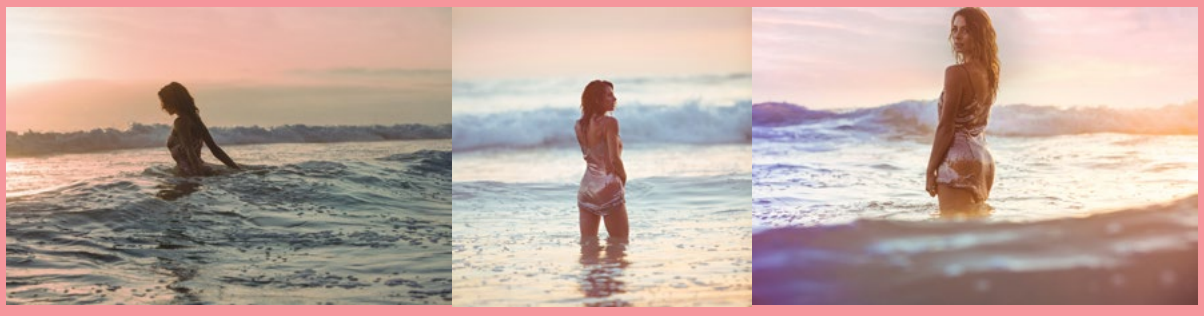






Let's take it outside!

We love shooting outdoors! There is something that really invigorates and stirs our creativity when we leave the confines of our studio and do something more original outside. We always try to plan our location shoots so that the timing is about 45 minutes before sunset. We find that this is our favorite time of day for beautiful, soft and glowing sunlight. We always bring a reflector, diffuser, and also an assistant to the location shoots, if possible. We charge an additional location fee in order to move the shoot outdoors.



DRESSING ROOM & *wardrobe*



It's great to have a private changing area for your client if you don't have a full-on dressing room for them to change in. A nice wall partition or a bathroom can work well too.

Wardrobe

It isn't necessary at all to have an entire wardrobe for your clients.



In fact a majority of our clients bring in their outfits. However, if you can only buy a few things for your client's 'closet' here's what we recommend:

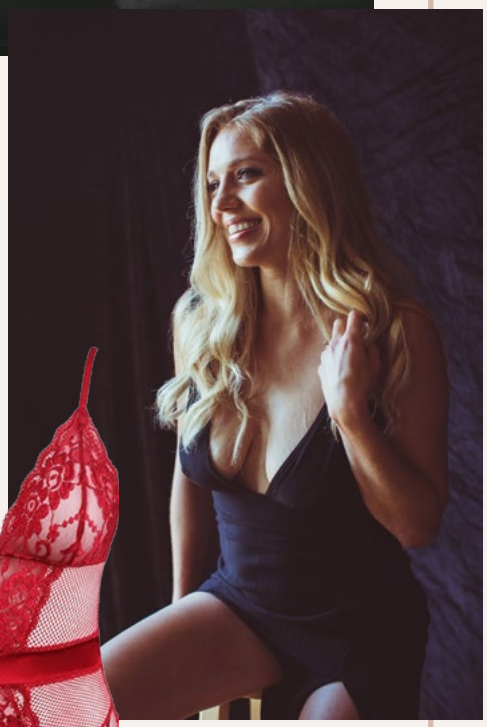


Black/Nude Heels:

We have high heels in sizes 6-11. We do this because while, yes, most girls have a pair of black high heels already, they don't typically have the kind that are so tall you can barely walk in them. That's the kind we like! They elongate the legs and force a gal to stand up super tall.

Gel bra inserts:

We only sheepishly suggest this IF the client complains about filling out a bra she really wants to wear.



Cardigans:

Big drapey grandma cardigans.

Corset/One Piece:

So a client tells you that the area of her body with the most concern is her tummy area, and yet the outfit she brought is a bra and panty set. This is when we talk to her about wearing a corset or one piece in the first half of the set so that you can have more posing variety than if she was just in her bra and panties.



Black Dress:

A simple stretchy cocktail dress looks great anyone! Try to get sizes XS - 3X.

posing & EXPRESSION



Beauty isn't something that is cookie-cutter, or easily defined. It isn't even physical.

It's a look in a person's eyes that says, "I have a secret to tell you." or "I have something rare in this world & I am at peace with who I am." And sometimes beauty is fierce, with a look in the eyes that says, "I think I am pretty fabulous and I don't give a sh*t if you don't agree."

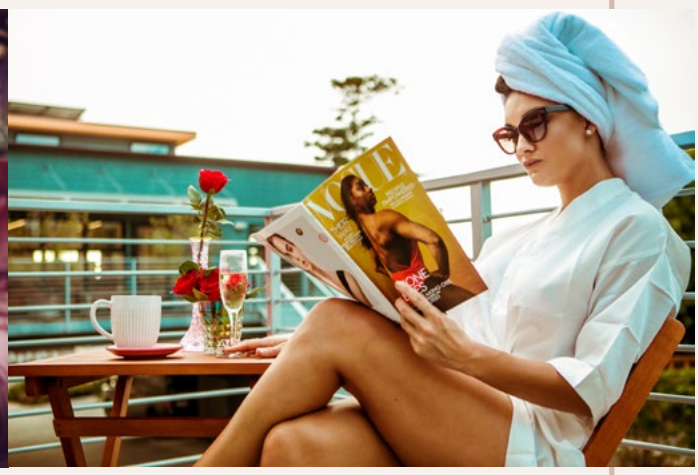
Coaching

We act as a coach for our client through the shoot, telling her EXACTLY what to do with the pose, from her hands to her feet, and everything in between. We also give her a lot of feedback to ensure that she gets a variety of different expressions out of her session with us.

A few things we say & do while coaching our client:

- *"Arch your back and pull your shoulders back, now tip forward at the waist".*
- *"Breath through your mouth".*
- *"Look down and on the count of three look up at me" (when she looks away and then back to you, it helps re-set her gaze and gives a killer expression).*
- *"Face the background, and on the count of three, whip your hair around and turn back towards me." (This may take a few tries but it's fun!)*
- *"Look away from me and smile at the wall like you are smiling at the hottest person alive." (This obviously is nerdy so oftentimes she will laugh - be sure you're ready to capture her expression after you have her do something silly!)*
- *"Here at our studio, it's usually when you feel the nerdiest that you look the sexiest - so just GO WITH IT and don't hold back, even if you feel like a complete dork."*
- *We love movement, anything you can do to keep them from looking stiff is key.*
- *Ask her to twirl one of her curls, or play with her hair.*
- *Keep her hands engaged; for example, tugging at her straps, undies or jewelry.*





Show off those assets

We absolutely believe that every woman is gorgeous in her own right. For that reason we have the privilege of photographing women of ALL shapes and sizes at our studio. We also know that our clients typically like photos where they are showing off their best assets. Here are some tips when it comes to showcasing a woman's best assets.

It is our constant positive energy that keeps the client looking good in the session.

- *Remind her that "sexiness" is in her eyes and confidence, not any particular body shape.*
- *We love laying down poses. Have her lay on her back and push off her butt and her shoulders. This will show off her gorgeous jawline and bring the focus to her face.*
- *Get on a stool and shoot down on your client from above (this is always a great angle for any woman!)*
- *Use cropping strategically, you can crop in a bit and not include the whole width of an arm or leg.*
- *Use light to create shadows in key areas, then place brighter flattering light in other areas you want to highlight.*
- *Outfit selection is probably the most important thing when it comes to downplaying and highlighting key features.*







Keep the energy alive!

Make her laugh:

I've never told a joke and made my clients laugh, I don't have that gift. But I do ask her to fake laugh, and I fake laugh really silly with her. The real shot is when you stop and she feels awkward- then she actually laughs at the silliness of it all.

Ask her to move:

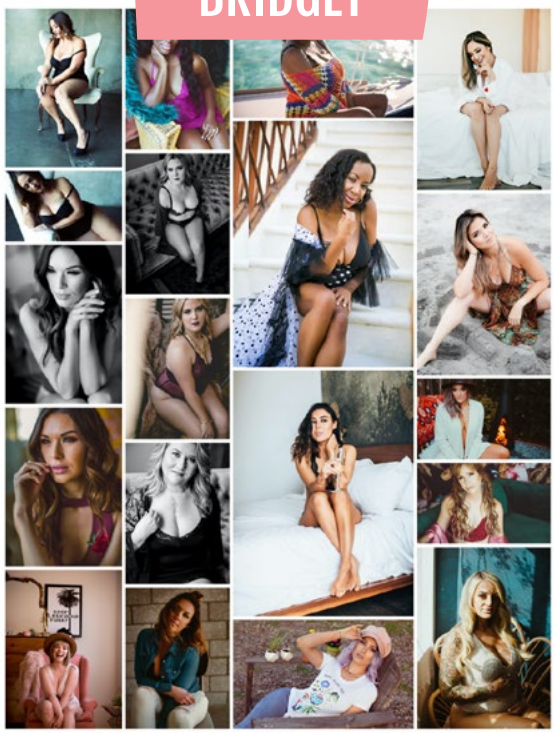
Put on a fun Britney song or something upbeat and tell her dance even if she feels super awkward. If she's not getting into it, ask her to just cha cha or even spin around in a circle like a little kid.

Take your time:

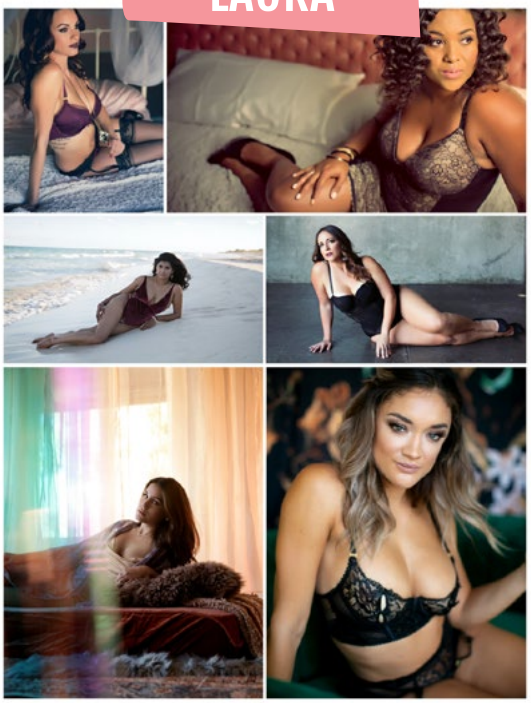
Once we get our clients in a great pose, we take a walk around her to see if there is an interesting angle that we are missing. Take your time and really think about what you are doing. Coming from a wedding background, it's really easy to move too quickly in your boudoir shoots and not perfect everything about the shot, because of being so used to a time crunch. Once we get her looking comfortable in a pose, we really "work" that pose and make sure to get different crops, expressions, and angles.

Top 10 most used *poses*

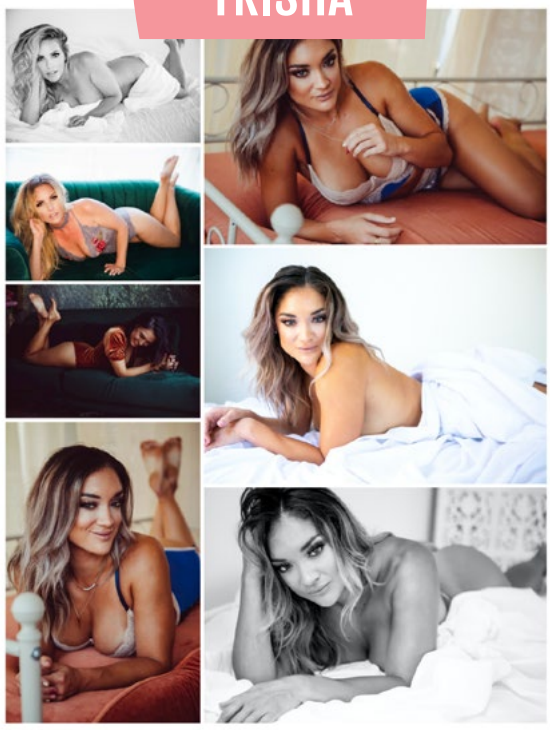
BRIDGET



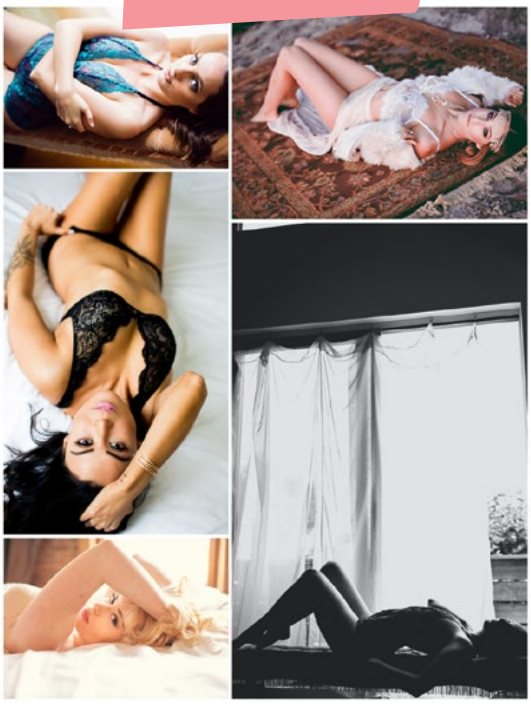
LAURA



TRISHA



MELISSA

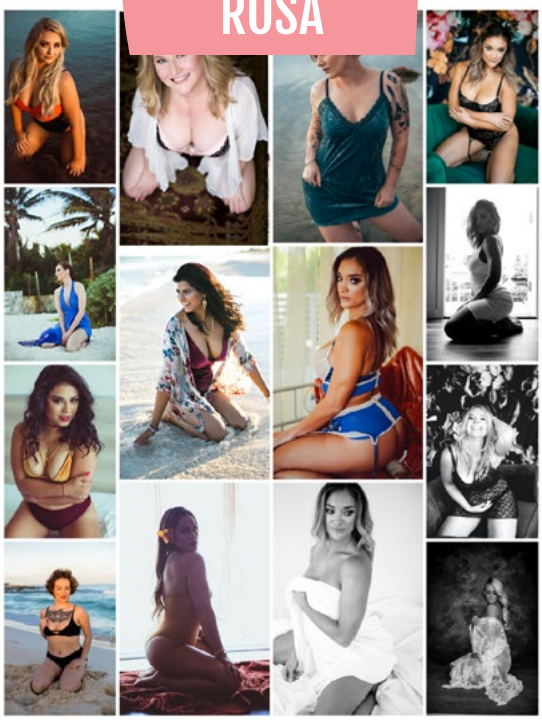


We have compiled our most used poses that are flattering on all body types.
These are the poses that we use on a daily basis with every shoot.

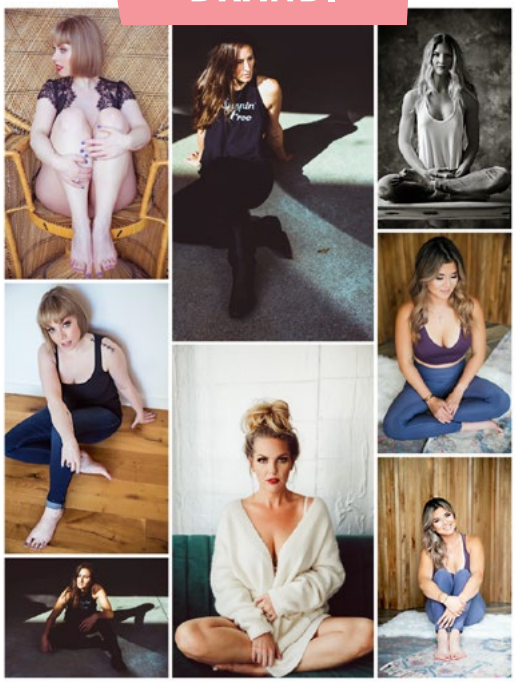
AMANDA



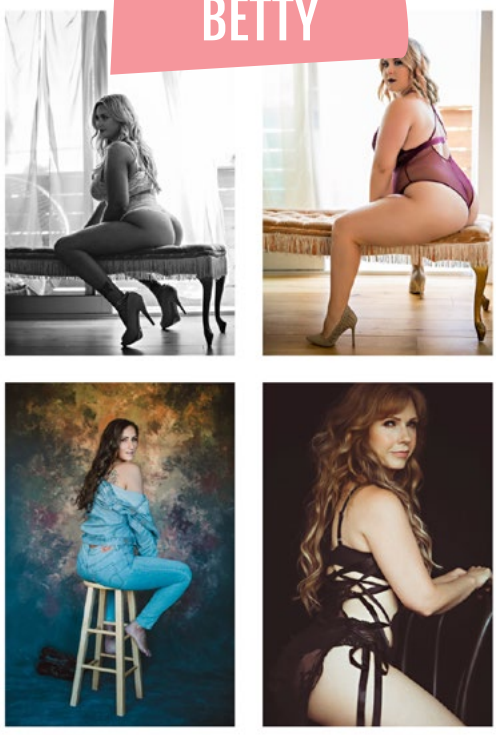
ROSA



BRANDI

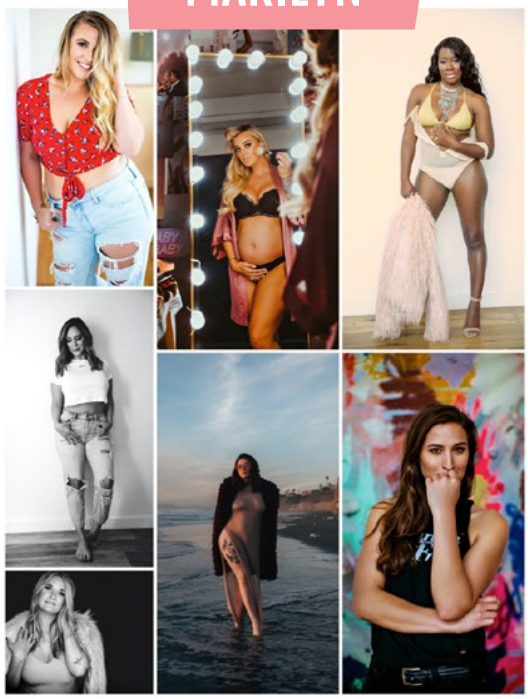


BETTY

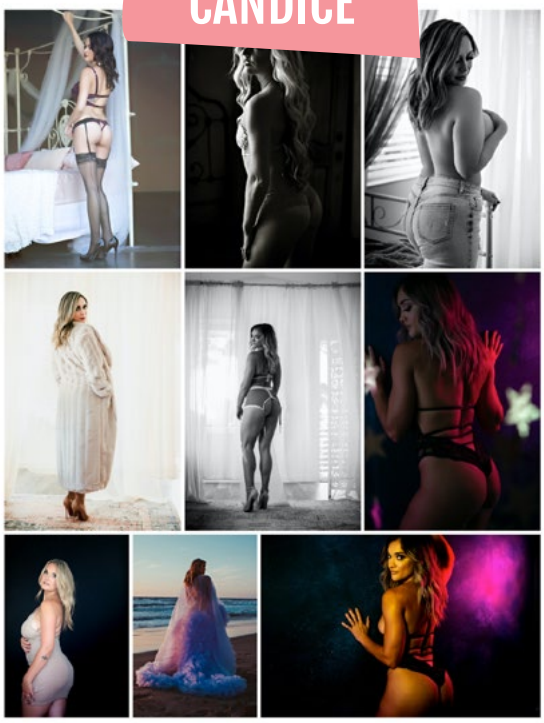


Top 10 most used *poses*

MARILYN



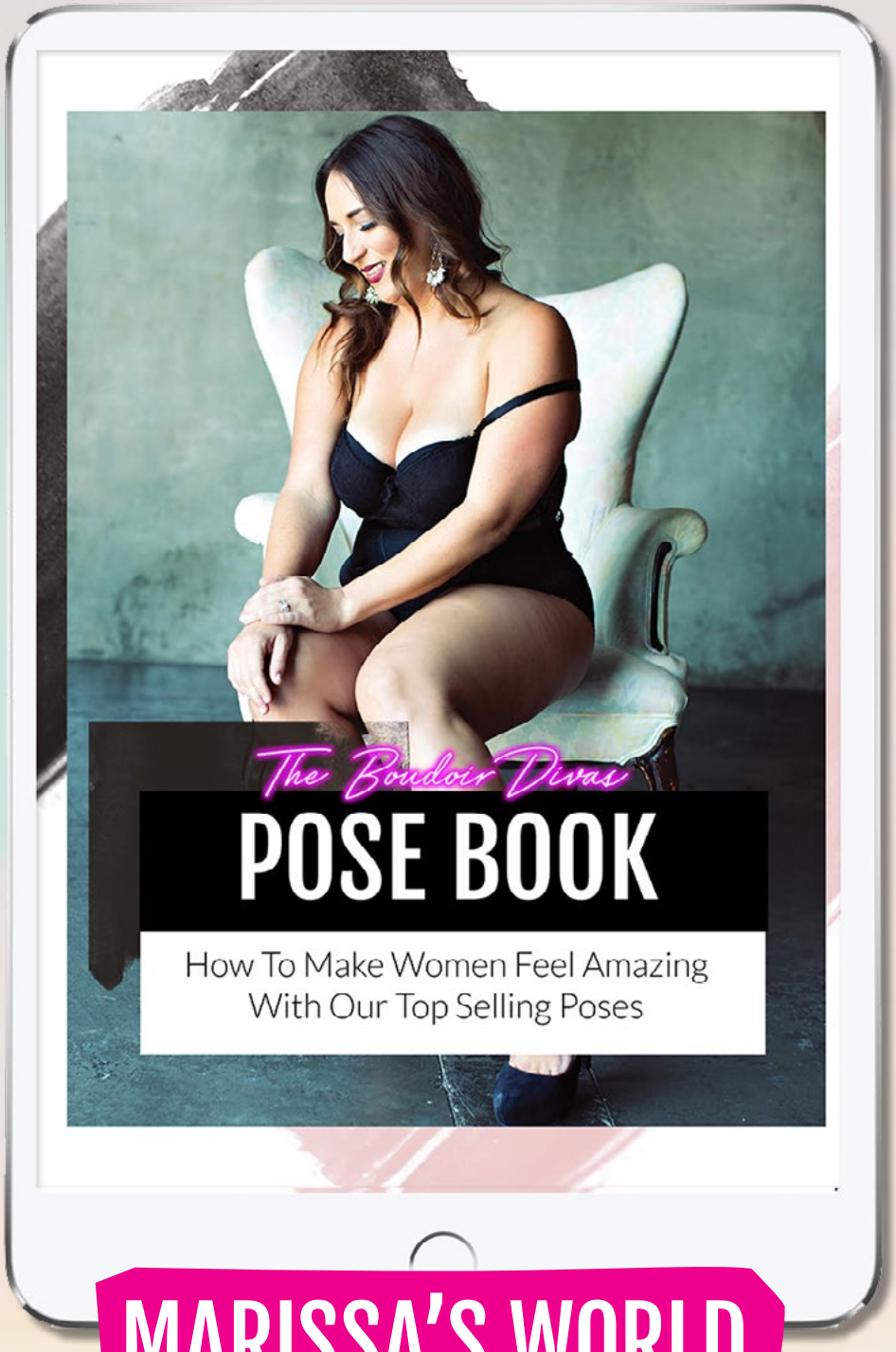
CANDICE



We typically shoot about 5-6 poses per set

Our goal is to make sure that we nail a killer shot within each pose. That means working every angle and having her make small adjustments till she looks amazing.

We limit each set to about 30 minutes, and that includes changing! The length of her shoot depends on how many sets she has chosen, or what package she has purchased.



MARISSA'S WORLD
CREATED BY The Boudoir Divas

Get access to our pose book and many other resources

CHECK IT OUT

A TYPICAL DIVA *session*





Arrival

We greet our client with a big smile and show her around our studio and the areas that we will be shooting in. At this time, we also like to give her a run-down of how the day will play out.

Hair & Makeup

We have her meet the hair & make-up artist and talk about the look they are going for and it's time to get all glammed up! While she's in the chair we show her some sample albums to spark excitement about our products.

Consultation

We talk about the lingerie/clothing items that she brought and ask her if she has any specific visions in mind for her shoot. We show her a book of our most popular "sets" so we can decide what we are going to focus on.

Shoot

Our sessions are based on the number of "sets"/"productions" a client has chosen. So the shooting itself might last anywhere from 30 minutes to 2 hours. Keep the energy alive with fun music!

Process

Immediately after the shoot, our client has a break while we process her images for approximately one hour. Most of our clients take this opportunity to grab a quick bite to eat or grab a coffee at the cafe next to our studio.

Same Day Viewing

After the hour break, the client comes back to the studio for her viewing session. At this time, our client views the images we have selected, she makes all of her decisions and places her order.

Production

This is when we retouch her images and get them ready to order. Every single image that our client has ordered will receive our "Magazine-Quality Retouching" - meaning, light airbrushing and skin softening, as well as blemish removal

Order

Most of our clients order packages which include wall art, an album and corresponding digitals. Depending on what she has ordered, we can typically turn-around an order within 2.5 weeks.

BOOKING, WORKFLOW & *post-production*



Time is money!

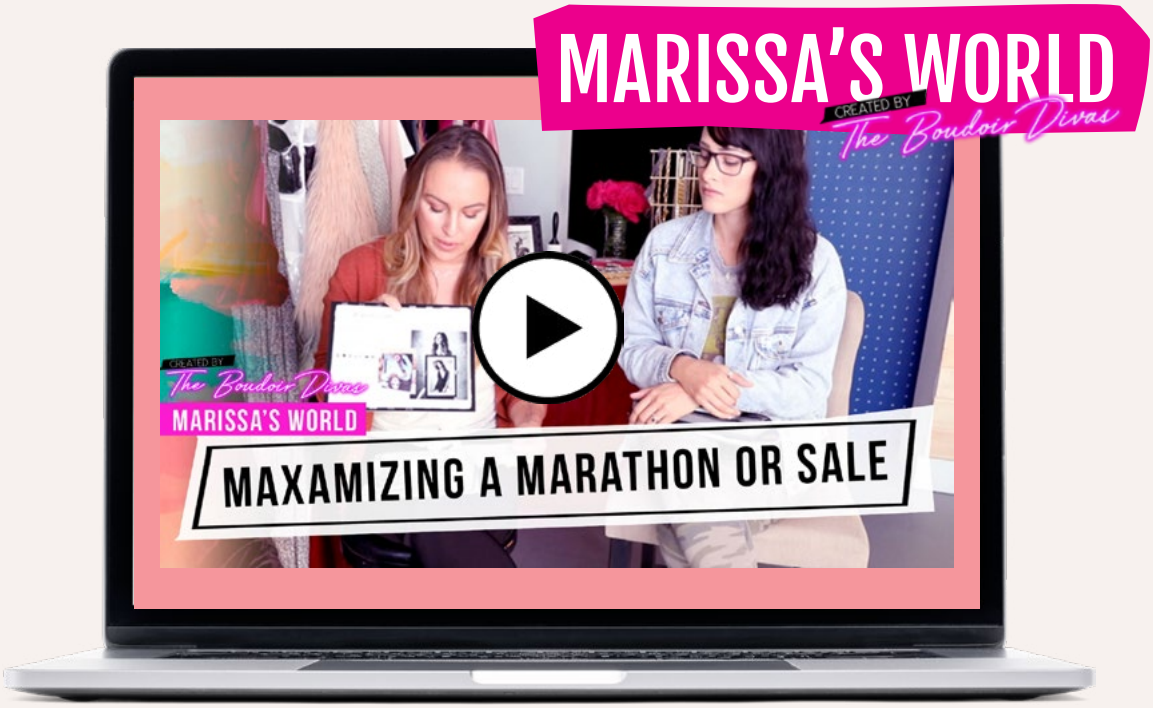
Here at the Divas' studio, workflow & post-production is all about speed and efficiency. It is absolutely possible to provide gorgeous, magazine-quality images while not wasting time. Above all, we are business people first, and we need to make sure that our business is being profitable.

Online Platforms

We suggest using online platforms that will help you move seamlessly through each task, and perhaps even automate some of the tasks like online bookings and sending out agreements.

Online Booking & Automation

We use an advanced platfrom that does way more than say Dubsado or Honey Book. It acts as the front end and then our team handles the product workflow with a good old fashioned Google doc. It works well for us and we all still like it over moving to a workflow app. It allows us to completely customize the booking process for a buyer.

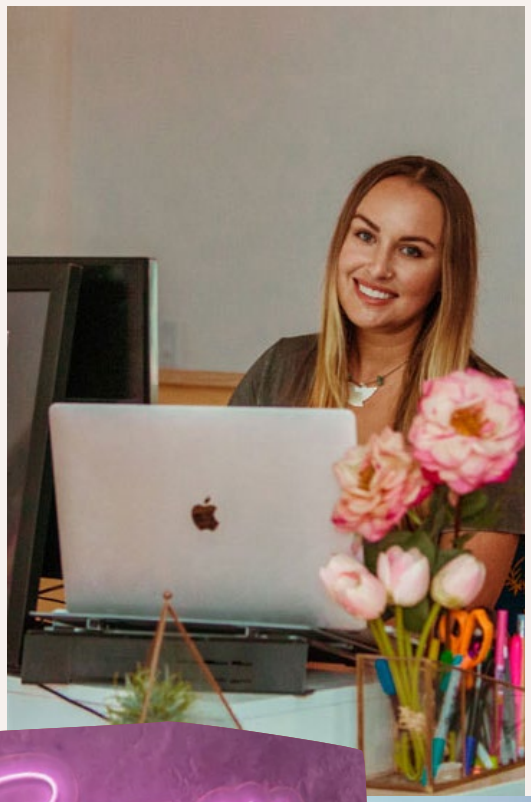


Watch a video tutorial on Clickfunnels at Marissa's World!

I'M INTERESTED

Post-Production

One of the questions we often hear from professional photographers is: "How do I speed up my post-processing time so that I can spend more time doing what I love?" We completely understand the desire to spend more time doing what you love... and being WITH the people you love, rather than being stuck in front of your computer, endlessly editing images. In this section, we've listed a few of the important things that have helped us keep our boudoir workflow under control, with everything running smoothly & efficiently.





Our Production Workflow

Here are the overall steps that we follow in post-production:

1) Download

2) Lightroom Edit

3) Sort/cull in Lightroom

4) Export (turn RAW into Jpegs)

5) Sales Viewing & Make Selects

6) Process & Retouch

7) Order Approval

8) Place Order



Programs

Here are the main software programs we are currently using for post-production:

Lightroom Classic
Adobe Bridge
Abode Photoshop

Raw or Jpeg?

We have chosen to shoot in Raw, mainly because of the amount of information it holds. We like to have more control over the image while post-processing in Lightroom. We have found that by shooting in RAW rather than JPEG, Lightroom has more data to work with for each image.

Tips on Post-Production

We tell photographers that they're not only learning about what we've done well... but they are also learning from our mistakes. We have spent plenty of unnecessary hours in front of our computer screens, wasting time and keeping our profitability at a lower point than it should have been. At the same time, this is YOUR business. And while I have a more high volume studio than most (10-14 shoots a month) and I'm sharing how I run that type of business, it's important that you adapt anything I'm telling you and make it work for you and your brand.

Time is money

As artists, I know that sometimes it can be difficult to think of our work in terms of money, COG, and profitability. But the bottom line is - this is a business, not a hobby. Your time is valuable. Every minute you invest into a client - from the shoot, to the post-production - needs to be accounted for in your cost of goods. If your COG allows for 90 minutes of your time spent on processing a client's images to get them ready for the viewing, but you find yourself spending 3 hours on this step... it's time to rework something. You need to either work on streamlining and getting your production completed faster, OR you need to work an extra hour of processing time into your COG and incorporate that into your pricing, to make sure you are getting paid for the time you are investing into each client.

Don't waste time if they may not buy it

This is a concept that completely changed our approach to post-production. We used to spend extra time on our client's images, airbrushing all of them before the viewing. We also used to do full enhancements on 10-15 of our favorite images, to show our clients what their images could look like in the final product. This process took a lot of time, and in the end clients didn't always pick our favorites - which meant we spent tons of extra time working on something a client didn't even purchase! By changing the way we thought about our profitability, we have created a system that works incredibly well for our studio. If you are worried about her skin in the images, that texture slider can make your clients look already airbrushed.

Don't deliberate forever

A tendency for some photographers may be to spend a lot of time in the editing stage, deliberating back and forth between images that are similar. As artists, we know that it can be difficult to get rid of your images, and to choose your favorite images that you want to show your clients. But as business people, we know that time is money. The bottom line is this: go with your gut instinct, and choose quickly. If, for example, you are looking at a grouping of 6 similar images, ask yourself: "which image jumps out at me first?" Choose that ONE image to show your client. This may be difficult to do at first, but in time you will be able to learn this skill.

Get it right in-camera

This is so important! While shooting, have you ever told yourself, "I can just fix that in Photoshop"? If you notice something that needs to be changed as you're shooting, don't rely on Photoshop and post-processing. Take the time to FIX whatever it is you notice. Whether it be a stray piece of hair that needs to be fixed, a part of the backdrop that is showing a wrinkle, or your exposure and lighting - no matter what it is, fix it before capture. Teaching ourselves to slow down and take the time to get beautiful images in-camera, with perfect exposures, has helped to cut down our post-production time, and - as a result - made us more profitable.

Outsourcing & hiring

There was a time when it was extremely difficult for me to think about letting go of the post-production of my boudoir images. I loved taking my images from the shoot and working with them in Lightroom & Photoshop, perfecting them and executing my vision for the final product. But there came a time when our business simply outgrew itself, and it wasn't possible (or wise) for me to be processing all of our orders. It came to a point when I just needed to bring on a new employee to process all of our orders, to keep our production streamlined and profitable, and ensure that we met our clients expectations and delivered their products on time.





Same Day Viewings

Doing same-day viewings has revolutionized our workflow, impressed our clients, and given us higher sales during the viewing session. We highly recommend that you give it a try!

We have definitely tried it all when it comes to showing clients their images - from hosting images online, to having viewing sessions a week after the session, and finally, same-day viewings. In doing same-day viewings we saw a dramatic increase in sales, and overall client satisfaction. It seemed that hosting images online created a bit more customer service (as well as some procrastination in ordering).

Having our clients make their selections the same day has cut down on the back and forth emails regarding product options and pricing. Not only that, but we have also seen that our clients' emotions are still completely invested into the process & the experience when we do their viewing & ordering session on the SAME day.

This is the fun part... because as your clients view their photos for the first time, you'll get to see and hear their reaction!

Tips on Upselling

Upsell throughout the entire experience!

From the very beginning of the session, we start selling our products. When a girl first arrives at our studio for her shoot, we show her all of our fun products and albums in our boutique area, and then give her time to browse through everything before we start her session. Then while we're shooting, we are sure to mention our suggestions and discuss some of the different products that she might like to purchase.

Create a catalog:

We've created a product menu that we have available for our clients to browse through before their viewing session. We've found that the more they see our cute products, the more likely they'll want to purchase them. Plant the seed in advance!

Give her options to upgrade:

With each of our products, we offer options to add a little something extra. For example, with our albums, we always offer options like: adding extra images or upgrading to a more high-end album. All of these small things will definitely start to add up, and your studio's profit margin will begin to increase. Also, be sure you know your most PROFITABLE products (based on your COG) - that way, you can put more emphasis on those things that you want to sell more of.

Sell with confidence:

If you believe in your products, you need to make sure your clients know that. Don't be afraid to talk about WHY they should purchase your favorite product. Tell them the emotional impact that the gift will have, sell with confidence. You are worth it, and your products & images are worth the investment that your clients will be paying.



CREATING YOUR *brand*



This is your chance to design a brand that reflects YOU! Don't just look at what someone else is doing because it seems to be working for them. Create your own unique brand inspired by all the things that you love- colors, textures, movies, music, quotes, books, and art.

A brand isn't just your logo and color palette, it's the intangible. It's getting your client to understand who you are, what you do, so they know, like, trust, and WANT your unique experience. Your brand should be consistent. For instance if they see one of your ads and land on your website they should know they are in the right place.

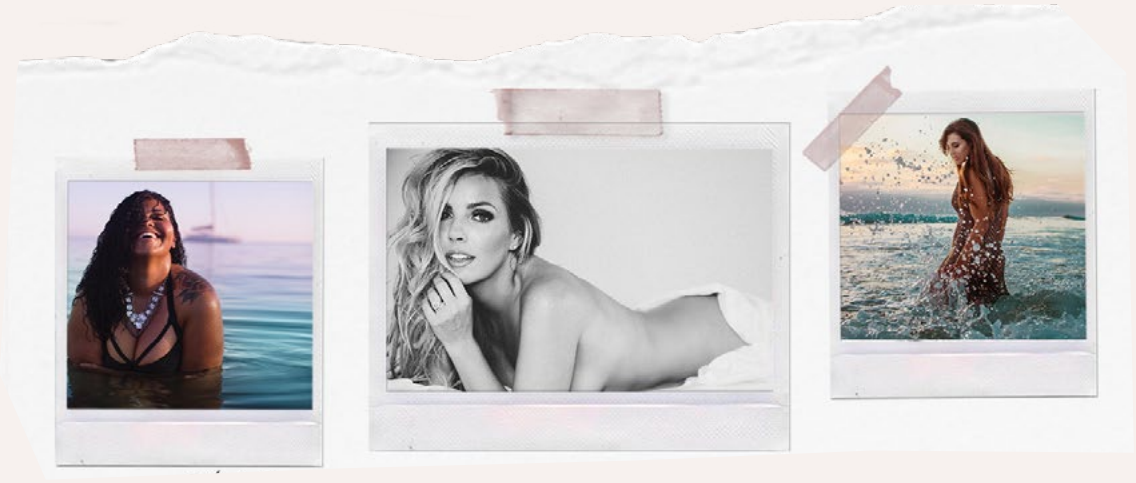
Ideal Clientele

Before you can create your brand, you have to know WHO you are creating it for.

What gets your ideal client's attention? Where does she shop? What kind of style does she have? Use this imaginary character to design all your branding and marketing. Your marketing is going to look a lot different if your ideal client shops at Anthropologie and buys tickets to Adele versus an ideal client that shops at Savage Fenty and buys tickets to Machine Gun Kelly.

Defining your ideal clientele

Defining your ideal clientele really comes back to what is important to you, because it will affect your overall business model. Maybe you want to do a high-volume of shoots and be behind the camera more than the computer, hiring an assistant or outsourcing your post-production. In that case you may want to cater to a client who is on a budget and looking to put an album together herself. Or maybe you will decide to cater to a higher-end clientele; a woman who wants an experience that goes above and beyond, leaving her with magazine-quality images and gorgeous art. Working and shooting in a higher end space. This means that you will be behind the computer just as much (if not more) than the camera. Delivering images that knock her freaking socks off. If you want a high-end client, you will probably not be a high-volume studio, and keep in mind that you will need to focus major marketing efforts on a strategy that will pull in the higher-end clientele for you. The higher your price point- the more time and money you will need to invest in your branding and marketing. Both can work beautifully, but the decison has a lot to do with your strengths and where you want to spend a majority of your time.



Your brand should have *you* all over it.



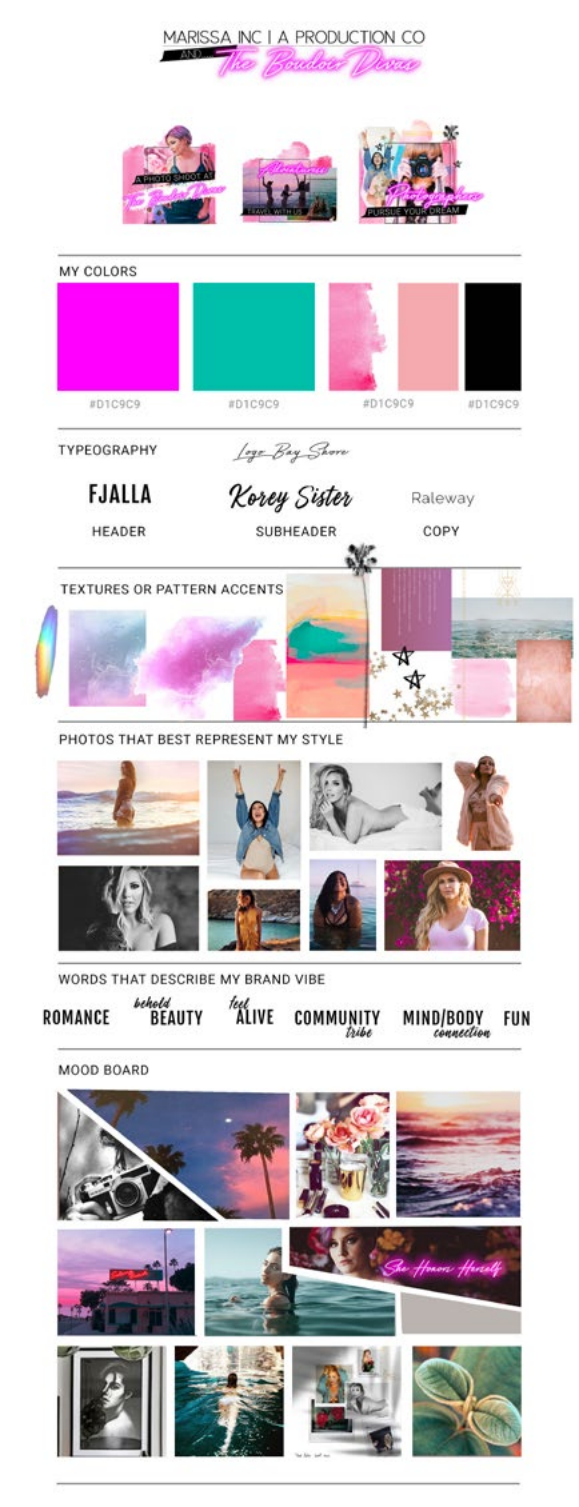
You need to position yourself as the rockstar photographer that you are. They need to see how fun you are and want to hang out with you. Your images and info about you should be ALL over your website.

Plan for a lot of time to go into your branding and marketing

If we are completely honest, we know that our studio isn't as successful as it is because we are the best photographers in the world. Our studio is where it is because of our marketing and branding. We spent just as much time (if not more) on becoming a trusted brand, as we did on improving our photography skills.

This is a competitive market, so if you want to thrive, then creating a recognizable brand is a must! When you're creating your brand, be as unique as possible. This is obvious but extremely important. Please don't just look at another photographer's branding, and copy it because it seems to be working for them.

It's strongly recommended that you carve out a lot of time for a brand building project or delegate this to a professional. This is one area we for sure don't want to look amateur in.





Build Your Boudoir Empire with The Catapult Strategy Guide

This “go-at-your-own-pace” video course and interactive guide will help you attract your ideal clients, set up sales and automation, drive traffic, establish your annual marketing plan, create a competitive advantage, and build your brand.

CHECK IT OUT

ADVERTISING & *marketing*



We want to make sure that we have enough clients coming in steadily to support the studio. If you are hoping to gain a large clientele straight away, we would recommend focusing a large portion of your energy in these following areas.

We absolutely LOVE marketing. From the very beginning of launching our studio, we had a major marketing focus, and we truly believe that this is one of the main reasons why we were able to see such huge success in such a short period of time.

Paid Marketing

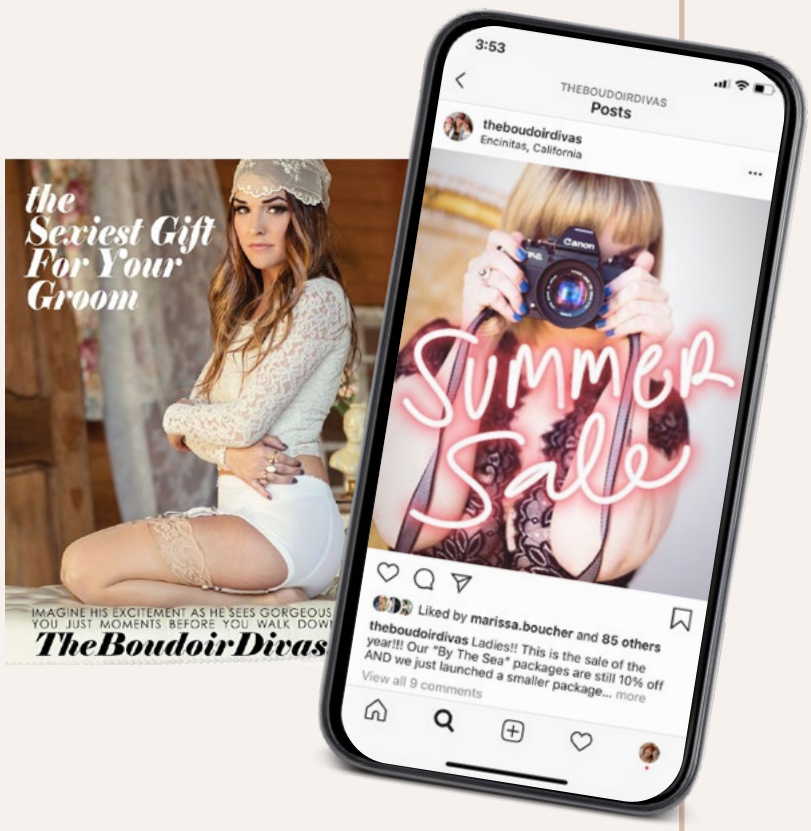
With Magazine Ads, Google Adwords, Facebook, Instagram, Tik Tok Ads, etc, there are SO many different possibilities for spending money on advertising and marketing. You want to go with the biggest bang for your buck. With that said, we know that referrals are our number one source of business and for that reason we are very selective when it comes to spending our advertising dollars. Before you consider spending money on advertising to get people to your website... make sure your photography and brand are spot on first. Why spend money to get them excited about you if they aren't landing on anything that's gonna get them excited.

Budget

Every business needs an advertising and marketing budget. In Marissa's World and my advanced Catapult Strategy Course I go into pricing and the business model in depth - but for now I'll just say that a good ballpark for this budget is about 20% of your total operating expenses. Be careful how you spend this, you need to proceed with caution and invest wisely.

Paid options I suggest are:

- *Google Ad Words*
- *Strategic retargeting on Instagram and Facebook*
- *Booth at bridal fair, street fair, or women's expo*
- *Print ad in a well circulated bridal or local magazine*

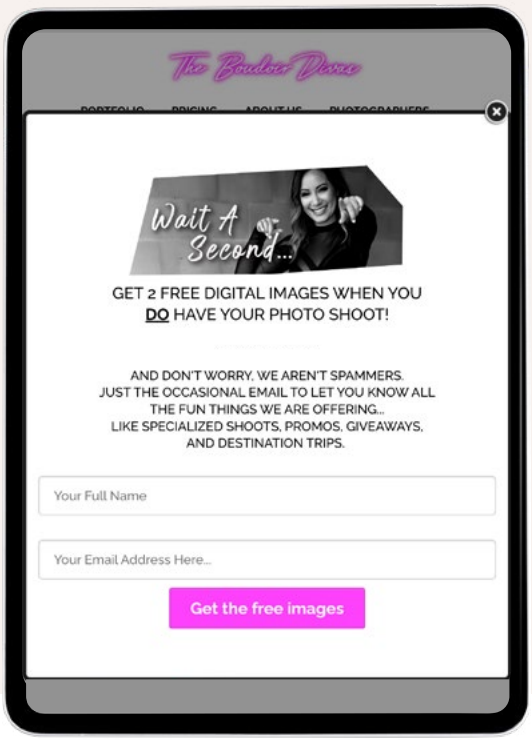


Organic Marketing

If you don't have money to spend then I suggest carving out time and doing it the organic way. I teach my unique giveaway strategy in the Catapult Strategy Course.

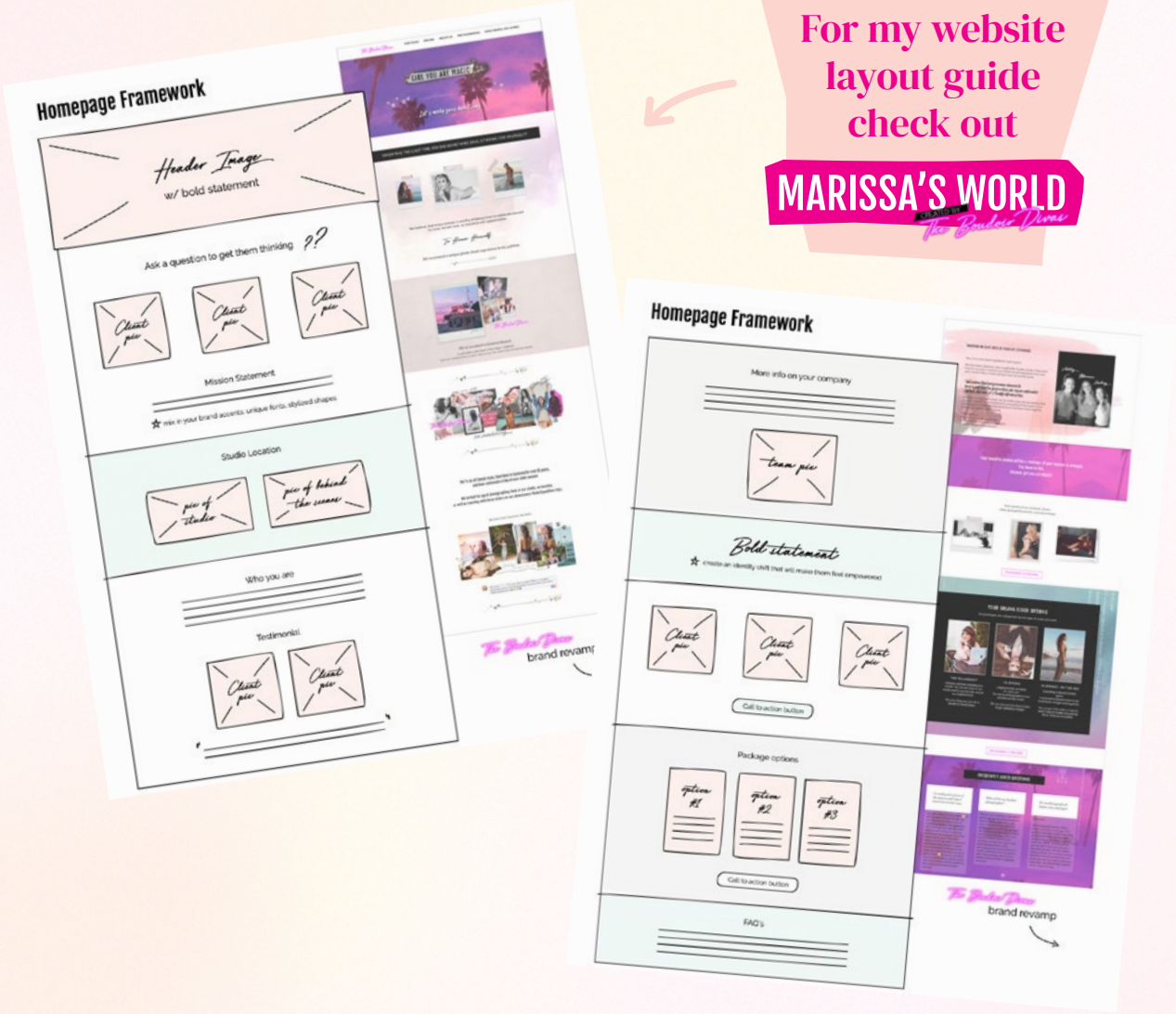
Organic options I suggest are:

- *Create a referral program that gives your friends and clients a big incentive to talk about your business. In fact at the present moment I'm finding that Amazon gift cards are a big motivator!*
- *Giveaways to get contact info*
- *Encourage Yelp and Google reviews*
- *Email opt-in campaign*
- *Attend Networking Events*
- *Partner up with local hair and nail salons to offer a giveaway to their clients in exchange for signage in their salon*
- *Post to your social media outlets regularly to gain an audience*
- *Do a headshot or bingo event*
- *Host an open house*
- *Create a referral program for hair and makeup artists, personal trainers, wedding coordinators, lingerie boutiques & medispas*



The essential sales tool: An opt-in campaign

After referrals the next way we get clients is our email/ text opt-in campaign. I can't stress enough how important this is to our consistent bookings. We entice them to opt-in and woo and romance with a fun (not too professional) feeling email and text sequence. I go into major detail with this and walk you through it step-by-step in my Catapult strategy course.



For my website layout guide check out

MARISSA'S WORLD

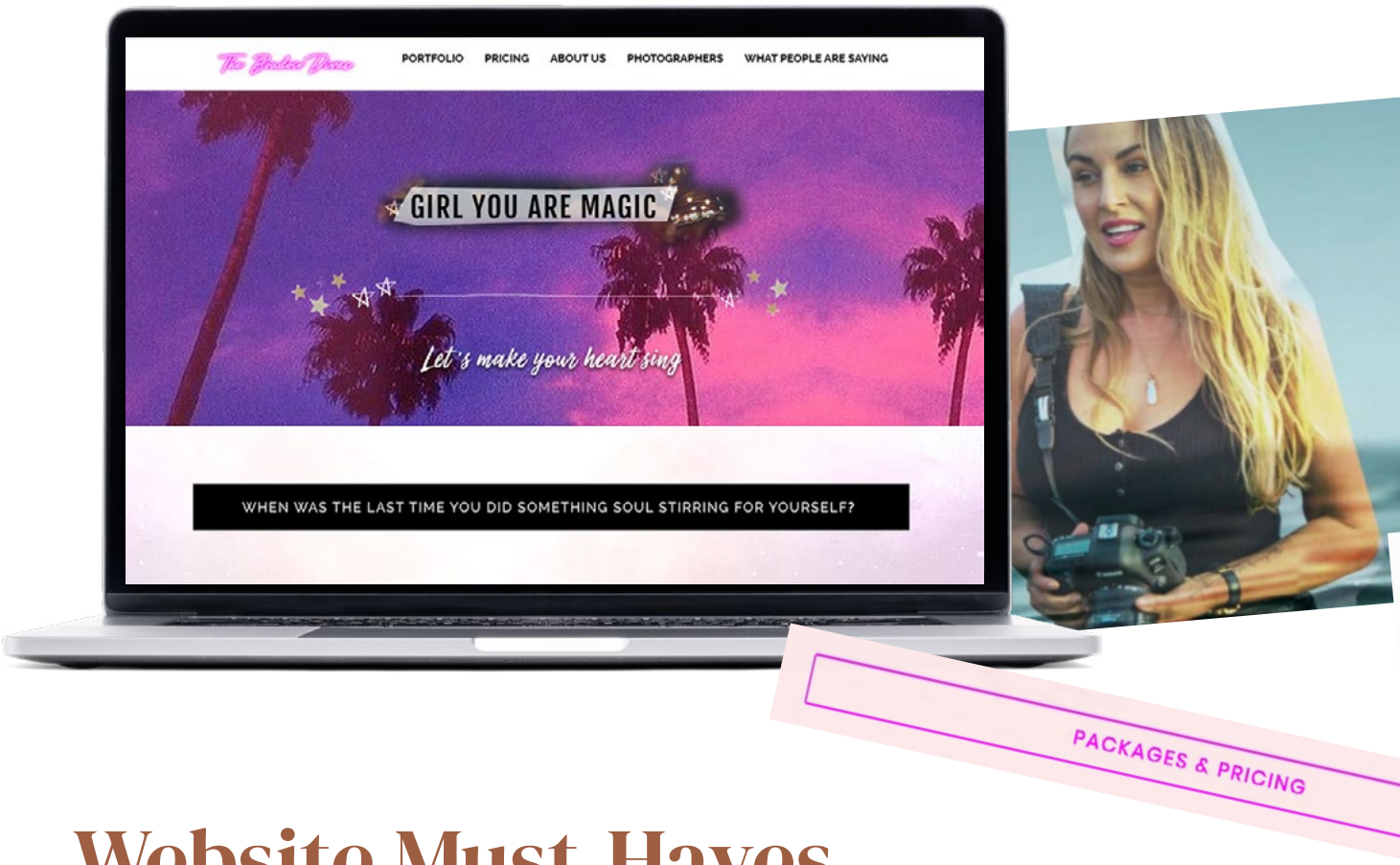
Website

Your most important booking tool

You want your potential client to get lost in the excitement of a photo shoot with you. I also highly suggest online booking (scheduling the date and paying a deposit or starting a payment plan). Even if you are a high end studio - it's just the direction the world is going these days.

Pack your portfolio with images, diversity, and variety. Show images in lingerie AND sexy clothed images like jeans & cocktail dresses. Our clients love both options.

Make sure they can spend at least 15 minutes dreaming about their shoot and you are answering any and all questions they might have with a FAQ page.



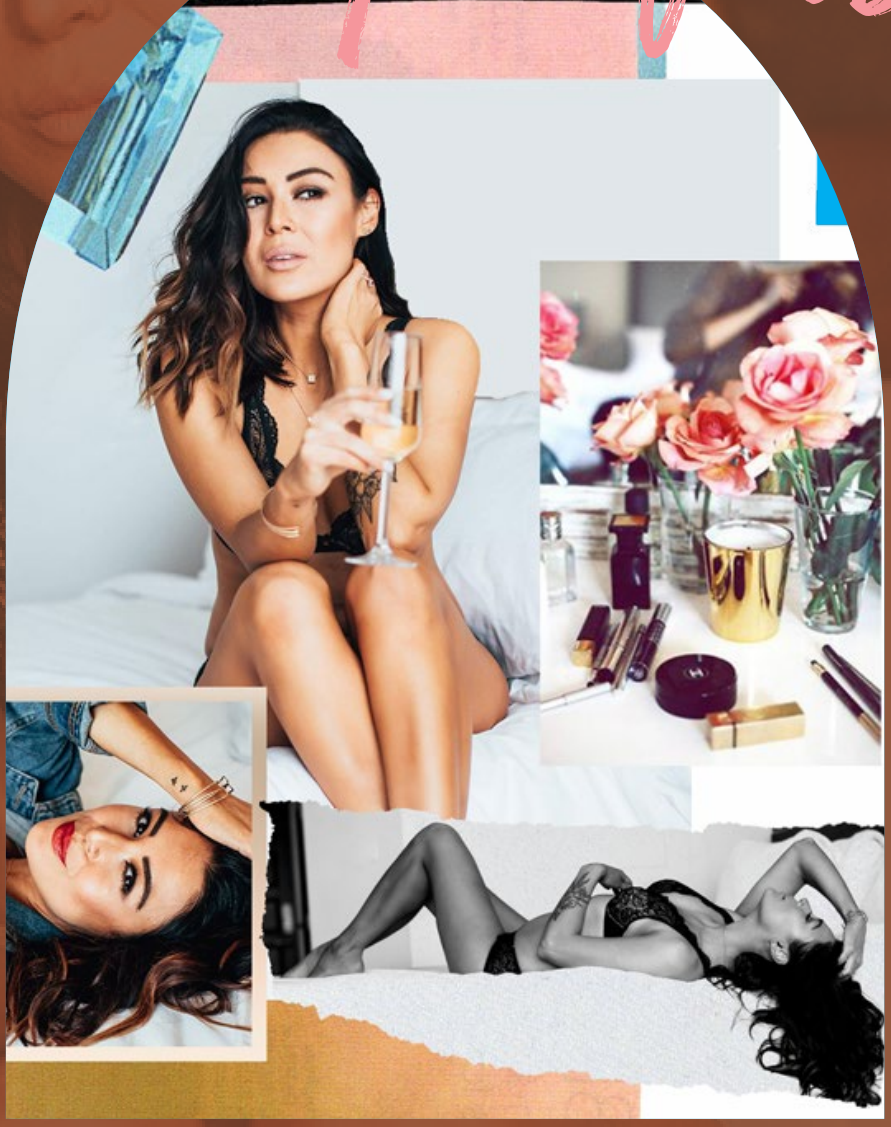
Website Must-Haves

- *Home page that dazzles and has plenty of images of you*
- *Make sure to post your location everywhere*
- *Packed portfolio with at least 50 images*
- *About Page that goes on and on about who you are, how fun you are, and how you will make them feel comfortable and beautiful*
- *Pricing. I suggest online booking but if you don't want to go that route then at least include a starting price point and show images of your products*
- *FAQ page*
- *Press and Testimonials. LOAD UP those testimonials. I love social media screen shots as social proof*



- *Contact page with a form*
- *The experience. A page that fully explains what they should expect and how much fun they will have*
- *Videos of you and the experience*
- *Calls to action everywhere. What is the next step in your booking process? Is it to call you? Or to book online? Fill out a form? Make it clear*
- *If they aren't booking then, get them to opt-in*

PRICING & *profits*



In the beginning, we have to admit, pricing was an area of difficulty for us.

This was mainly due to the fact that we didn't know that there is a very specific formula in the business world to determine pricing for profit. Our lack of knowledge led us to guesstimate to the best of our ability. Don't get us wrong, we didn't just slap on a price tag. We did countless hours of math and planning, but without a specific formula, we eventually found that our efforts were in vain.

Pricing

When our boudoir studio was launched, one of our tactics was to price ourselves affordably - with the goal being to build a large client base in order to generate referrals. In essence it did work, but at the same time, it wore us (and our pocket book) out along the way. Looking back, we should have done things differently. Had our prices been higher from the get-go we may have avoided this stress altogether.

So what is the magic formula?

Explaining it here would be a book in itself, but a very quick explanation is

you absolutely have to know your "cost of goods" and overhead expenses

Your cost of goods needs to be kept somewhere between 15%-35%. From there, you can create your package pricing & determine your monthly goals. I know it sounds a little overwhelming, but avoiding this is a huge business mistake. Take plenty of time in this area & learn how to run your numbers.

A la Carte/Sessions vs Packages

There are two different ways to price yourself:

1. General session fees with a la carte items being purchased after the session.

2. Create pre-determined packages that your client would book before the shoot - with the product already included in that package and the possibility of upgrading them even more later.

Pricing Wrap-Up

- Always start your prices a bit higher than you are comfortable with.
- When choosing and pricing your products, keep it simple.
- Don't confuse cash flow as profit. The real test is how much you are actually writing YOUR paycheck for, and how much profit the business is turning.
- Look for areas in your pricing where you can add value without adding too much time or cost.

OUR FAVORITE *products*



It has been so much fun for us to create our product line. Over the years, our products have changed, as we received feedback from our clients. When we were first starting out, we offered too much stuff and it overwhelmed our clients. We have since simplified our product line to reflect what our clients want the most.

Our products

Our main goal is to keep our product line as simple and appealing as possible, while also keeping our cost of goods low. We know that there are so many options out there to choose from, but the last thing we want to do is overwhelm our clients and make a decision too difficult for them. Choose products you love and are excited about, it will make the sales process that much easier.







Books

Books or “albums” are by far one of our most popular products. We give our clients a few different options for books which vary by size, amount of pages and overall quality of the book. We are sure to tell them how special it is to have a printed book available at their finger tips.

Digital Images

This is one of our most common upgrades. As long as they’re at a high enough price point then it makes it completely worth selling them for us. If priced correctly, it’s (financially) in our studio’s best interest to sell our client’s images this way. Make sure to use them as an incentive to buy your other products.

Prints

A simple, easy, and in-demand a la carte item and a great way to increase sales. Be sure to talk about how cute a nightstand portrait is as a gift for their loved one, and that it’s a great way for her to also remember how fab she is everyday. Consider taking a few more conservative shots during their shoot.

Wall Art

Most of our clients need a little convincing that they need a super hot photo of themselves large on their wall. But once we give them permission to be so bold, and that tons of our other clients do it, they love the idea.

Thank you

I'd like to thank you for reading through this book and being curious about how we've set our business up for success. I still can't believe that my team has photographed over 4000 women! I know it's because of the foundation I've laid out in the book. Everything I mention is one of the building blocks that has made us so strong and able to grow and imagine new heights.



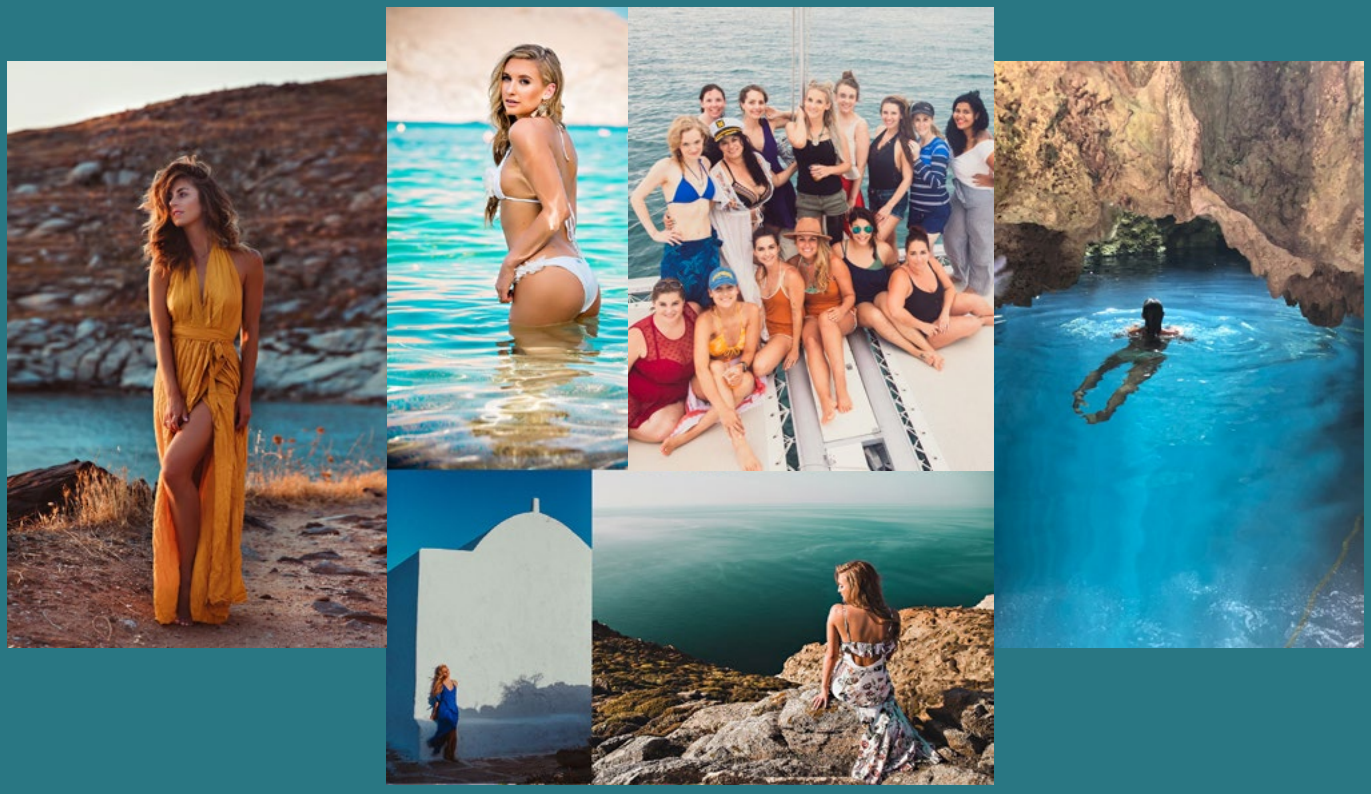


One of the newer things we do that sets my heart on fire the most is what we call our

"Adventuress Photo Expeditions"

We take a group of models (clients) and photographers to exotic locations where we do photo shoots and go on excursions. It's like summer camp in a way, in that we form new friendships and bonds that last a lifetime.

I'm so grateful that the younger me had "dared to dream" so big. I encourage you to open your mind to the endless possibilities that a photography business can bring you. And I would love to guide you on your journey if you want more help.



MARISSA'S WORLD

CREATED BY The Boudoir Divas

Get exclusive access to monthly tutorial videos and resources for photographers with 4 seasons of content for you to watch!

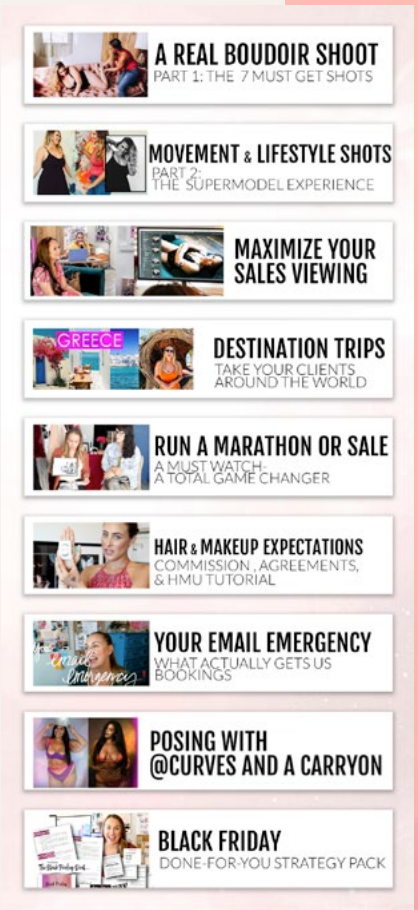
episodes

Lighting, Shooting, Posing and Expression

- A Real Boudoir Shoot Part 1
- A Real Boudoir Shoot Part 2
- Shooting Outdoors and Luxury Packages
- A Rainy Day Shoot in a New City
- How to Make Natural Light More Dynamic
- How to Shoot a Fast-Paced Location Session
- Affordable Lighting and Sets that Look Luxurious

Branding, Marketing, Social Media & Advertising

- How to Revamp Your Brand
- Advertising on Facebook and Instagram
- What You Don't Know About Instagram
- How to Work With an Influencer
- Virtual Bingo for Sales and Engagement
- How to Make Money with a Facebook Group
- Headshot Event for Bookings
- Marketing Checklist
- Create a Brand That Women Have to Have
- How to Maximize Holidays



Posing and Empowerment

- Body Image Activism & Boudoir
- Posing with Curves and a Carry On
- Pose Book Re-vamped

Operations & Studio Set Up

- Hair and Makeup for a Photoshoot
- The Studio Scramble
- How to Maximize a Small Space

Bookings, Pricing, Business & Sales

- How to Run Virtual Bingo
- How to Run a Profitable Boudoir Marathon
- Black Friday Strategy Pack
- Crazy Good Takeaways from Imaging USA
- Your Booking Emergency
- 7 Key Factors to a Thriving Boudoir Business
- Look Book and Menu Sales Tool
- Agreements and Questionnaires
- Get Consistent Bookings Challenge
- Pricing for Profit

Studio Takeovers & Tours

- Studio Takeovers & Tours
- Studio Takeover: Crystal Larsen Part 1
- Studio Takeover: Crystal Larsen Part 2
- Studio Takeover: Revamp Edition
- Tough Love: Teri Hofford Part 1
- Tough Love: Teri Hofford Part 2

Mindset, Magic & Motivation

- How to Overcome Major Challenges
- What You Can do in a Year with Boudoir
- What to do if Your Business is in Crisis
- A Season of Hustle
- Intro to Online Workshop
- Mindset Reset

Editing

- Not Great to a "Show Stopper"
- Airbrushing Action

Video

- Tips with Video on Your DSLR

Misc Awesomeness

- Destination Photoshoots
- Discounts & Freebies







I'M INTERESTED



Book a One-on-One Consultation and Photoshoot with me, Marissa!

It would be an incredible honor to take powerful images that showcase your personality and elevate your brand. But that's not all we're gonna do. Together we're going to bust through some of the areas your business is hung up on and take you to the next level.

Not sure where to start? That's my specialty, I'll help you with a solid roadmap. I truly care and want to see you succeed. Let's have two fun days in Nashville filled with shooting, learning, and growing through an experience customized just for you.

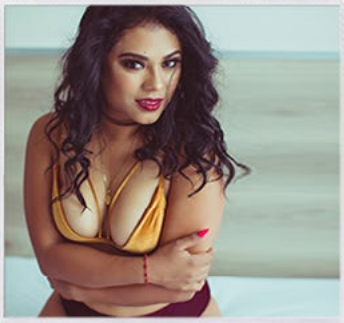
I haven't opened these up in over 6 years, and there's just a couple available. Grab yours while they're available!

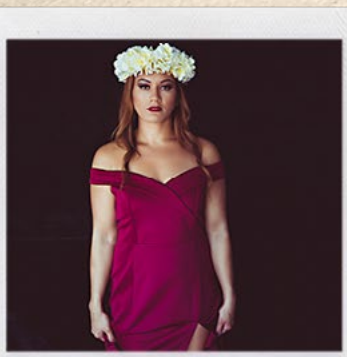
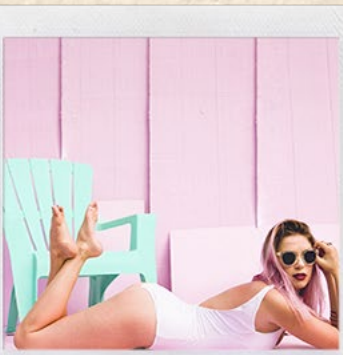
You are a badass rockstar, freaking gem of an artist and i'm going to make sure everyone knows it!

LEARN MORE

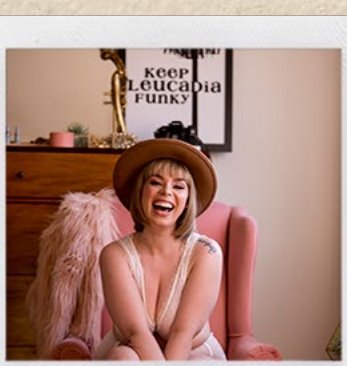
Come have a shoot with us in San Diego

BOOK NOW





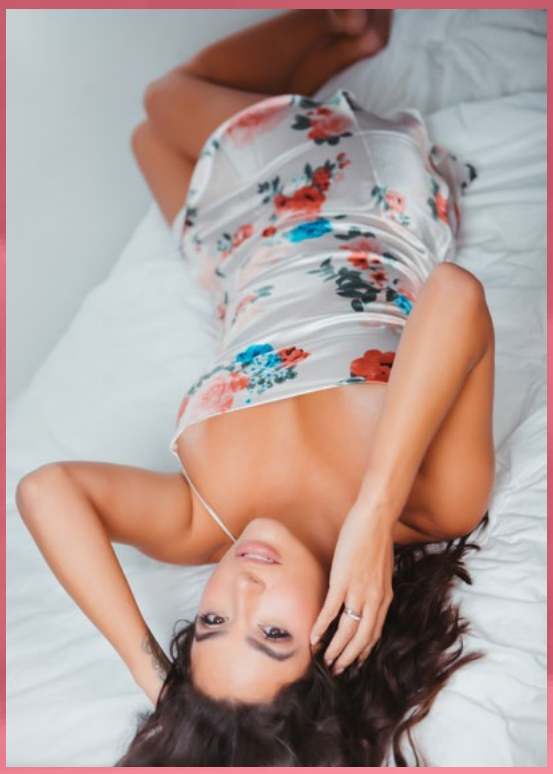


BOUDOIR, BEAUTY, AND PORTRAIT

Workshop in a book

Perfect for the beginning or intermediate photographer

and business owner who is looking for ways to refine their business, or start adding boudoir to their list of services. Learn how to create a profitable, efficient, and marketable studio with your own unique brand - all while having the rewarding profession of making every woman feel drop-dead gorgeous!



what's inside:

Dare to Dream
Male Boudoir Photographers
What's Possible with Boudoir
Studio Light Recipes
Lighting and Equipment
Set Design
Dressing Room & Wardrobe
Posing & Expression
A Typical Diva Session
Booking & Post-Production
Creating Your Brand
Advertising & Marketing
Pricing & Profits
Our Favorite Products
Resources & Workshops

WRITTEN BY MARISSA BOUCHÉR from The Boudoir Divas

The Boudoir Divas own one of the most sought-after boudoir studios located in Southern California, and are blessed to have clients travel from all over the world for the ultimate experience.