

The STAR Method



*How to get more enquiries
from every event you shoot*

by Honcho



Whether you're just starting out or you've been shooting events for years, getting more enquiries can feel frustrating.

Enquiries are the lifeblood of any photography business. But the usual channels for finding them are getting harder.

Social media takes constant effort, and reach can feel unpredictable. SEO is a long game, and it may take months before you see results. Paid ads make you pay for every click, with no guarantee that those clicks will turn into real enquiries.

So where does that leave you?

In this guide, we'll show you the STAR Method, a simple system for turning the events you already shoot into more enquiries and bookings.

It's written for event and wedding photographers who are tired of chasing cold traffic.

Instead of relying on algorithms or ads, this method helps you create more opportunities from the people at your events.

We've used this approach to increase our enquiries by 50% and bookings by 20% over the past year.

It's a more sustainable way to grow your photography business, without constantly chasing the next trend.

Let's get started.

The Key Insight

At every event or wedding you cover, there's one client and hundreds of guests.

As photographers, we naturally focus on the client because they're the one paying us. But that tunnel vision causes us to miss the bigger opportunity.

Think about it: every guest is a potential future client or source of referrals.

At corporate events, some guests may be organising their own events, whether personal or professional. Others may need a headshot or other photography services.

At weddings, many guests may be getting married themselves, or know someone who is.

Yet most photographers treat guests as an afterthought.

They deliver the photos to the client, then leave it up to the client to decide how and when the photos are shared. Sometimes the client sends them out. Sometimes they don't.

We've lost count of how many times a guest has come up to ask us where they can find their photos.

That reveals the opportunity.

Guests want the photos. They're interested. They're paying attention.

But if you leave distribution entirely to the client, you give up control of your most valuable marketing asset: your photos.

The STAR Method

With the STAR Method, we turn this missed opportunity into momentum.

At the core of this system is a simple premise: share your photos with everyone, not just your client. And share them instantly, while people are still excited to see them, not days after the event.

When you do this, two things happen.

1. You elevate the guest experience, making it inevitable that people will talk about you and remember you.
2. You widen the net and start getting enquiries from guests. By sharing photos directly with them, they get to experience your work first-hand and reach out when they need a photographer.

That creates a virtuous cycle: a better guest experience makes you remarkable, which leads to direct enquiries, which leads to more bookings where the same cycle can happen again.

Let's go through the four steps to execute this method. To make it easy to remember, think of it as STAR.

Share your photos instantly

Turn attention into trust

Actively capture interest

Reach out more than once

Share Your Photos Instantly

The foundation of the STAR Method is instant sharing.

There are two reasons why this is important:

1. You take back control over how your photos are distributed. If you share your photos after the event, your client becomes your only point of contact. Don't leave your fate in someone else's hands. Put your photos directly in front of the guests.
2. You create a remarkable experience that makes both clients and guests sit up and take notice. That plants the idea in their heads to hire you when the next occasion arises.

The easiest way to do instant sharing is with Honcho.

You connect your camera to the mobile app, and your photos are uploaded to an online gallery while you shoot.

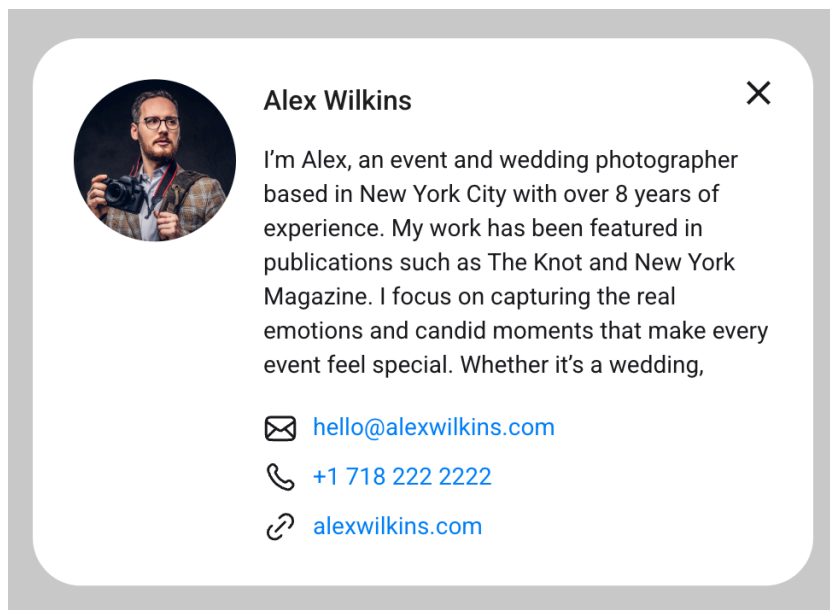
Guests scan a QR code to open the gallery, then upload a selfie to find their own photos with face recognition. They can also opt in to be notified when new photos of them are added.

That's how you keep everyone engaged while the event is happening.

Turn Attention Into Trust

Now that guests are visiting your gallery, make it easy for them to find out more about you.

Honcho lets you create a profile with your bio and contact details. This is your chance to turn attention into trust.



Your bio should explain who you help, what kind of photography you specialise in, and why someone should feel confident hiring you. Talk about your experience, credentials, and approach to photography. Give people a clear reason to choose you, and remove as much doubt as possible.

Here's a weak bio:

Hi, I'm Alex. I'm a photographer based in New York City. I shoot events, weddings, portraits, and corporate work. Contact me for bookings.

Here's a strong bio:

I'm Alex, an event and wedding photographer based in New York City with over 8 years of experience. My work has been featured in publications such as The Knot and New York Magazine. I focus on capturing the real emotions and candid

moments that make every event feel special. Whether it's a wedding, conference, launch, or private celebration, I create photos that feel true to the atmosphere of the day.

Add a link to your portfolio to back up your bio. Your photos prove that you can deliver on what you say.

And of course, include your email address and phone number so people can easily reach out.

Actively Capture Interest

By sharing your photos instantly and turning attention into trust, you're already ahead of most photographers.

But let's take it one step further.

Instead of passively waiting for guests to contact you, create a simple way for interested guests to raise their hands.

With Honcho, you can show a form when guests open the gallery. Use that to your advantage.

Looking for an event photographer, or know someone who is?
Leave your details below and I'll get in touch.

Name *

Your answer

Email *

Your answer

Share your event details and requirements (optional)

Your answer

Skip Submit

For example, ask guests if they need a photographer for an upcoming event. If they do, they can leave their contact details so you can follow up. Everyone else can simply skip the form and continue to the gallery.

You can also use the form to invite guests to join your mailing list. That gives you a way to nurture them over time and keep yourself top of mind.

Reach Out More Than Once

Now that interested guests have left their contact details, it's time to reach out.

Many photographers make the mistake of reaching out only once. Don't do that. Just because a lead doesn't reply doesn't mean they're not interested.

There are many reasons why someone might not reply. They might be busy, travelling, still deciding, or simply forget to respond.

In our own experience, many leads reply only after the second, third, or even fourth follow-up.

That's why you need to reach out more than once. Keep each follow-up useful by offering something new each time. For example, share a testimonial in your second follow-up, a relevant case study in your third, and a suggested package option after that.

That's how you get the most out of your enquiries.

Steal This Pitch

Now that you understand the STAR Method, you're ready to turn every event into more enquiries and bookings.

But before you can do that, you want to explain instant sharing clearly to your clients, for two reasons:

1. Instant sharing gives you a reason to charge more. By letting guests access their photos instantly, you're creating a better experience.
2. Even if you don't charge extra, make sure your clients understand the value you're bringing. When your photos make the event feel more exciting and memorable, you contribute to the event's success. That opens the door to repeat bookings.

Steal these templates to pitch instant sharing to your next client.

For brands:

Instant sharing increases the visibility of your event. Guests can share branded photos on the spot, so the event doesn't just live inside the venue. It creates real-time buzz and gets people talking about your brand.

For event organizers:

Instant sharing creates excitement for guests. People love seeing their photos live, and it gives them something to talk about and share. It improves the experience and makes your event stand out.

For weddings:

Instant sharing keeps the excitement going and makes your wedding even more memorable. The photos are important to your guests too, and letting them enjoy those memories on the day itself is one of the best gifts you can give them.

Put It Into Action

And that's it.

With the STAR Method, you now have a system for turning every event into more enquiries and bookings. And with the pitch templates, you know how to explain the value of instant sharing to your clients.

Your clients get a better event experience and you get a more sustainable way to grow your photography business.

Now it's your turn to put it into action.

If you found this guide useful, we'd love for you to share it with another photographer who could benefit from it.

Ready to offer instant sharing at your next event? Honcho makes it easy to upload and share photos while you shoot. Learn more at thehoncho.app.