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## RESTAURANT PITCH GUIDE



## hey foodtographer...



If you're reading this, that means you a) really like free downloads; b) want to kickstart your restaurant food photography career; c) have no idea how you got this download in your inbox; or d) all of the above (ok well minus c, I guess).

Something you may not know about me is that my career as a food photographer actually started in restaurants. At the time, I was working as a host in Ann Arbor, Michigan (go blue!), and told my boss I loved photography. A few weeks later, he asked if I'd shoot photos for their website for \$500 (which basically meant I was a millionaire) And thus, my career in food photography was born. Over the next three years, restaurant photography helped me build up my portfolio, established me as a prominent figure in my community, and taught me how to shoot on the fly in complex, varied environments, each with their own set of challenges.

Suffice to say, shooting in restaurants had a HUGE impact on making me the photographer I am today. The things I learned shooting in restaurants were absolutely essential in developing my skill set as a food photographer, from learning

how to work cohesively within a restaurant's vision while maximizing my creative integrity, to understanding how to edit in a variety of ways, to developing my working relationships and thus building up my own client roster. These are tools I am forever grateful for, and were massive building blocks to help me get to where I am today (hullo, 6 figure salary).

The emails in this guide are the exact emails I've sent to countless restaurants that I've worked with. Be sure to alter them to play up your strengths (you superstar, you!), and add in personal anecdotes that show that this isn't some mass email you're sending to 20 places. I've got more tips on the next page, too :)

Last, now that you're a Foodtography Restaurant Insider, you'll be the first to know about special happenings and discounts to courses. So until then!

Love & brownies,

*Sarah*

# BEST PRACTICES FOR *reaching out to* (*and following up with*) RESTAURANTS



## no. 1 *Reach out to multiple places*

If you're not sure where to start or how to approach them, here's my best advice: reach out to a dozen or so places. Make a list of local restaurants, bars, and coffee shops that align with your style, then send all of your emails out in one day. More than likely, you'll hear back from multiple places by the end of the week.



## no. 2 *Offer to shoot for free*

I usually preach to never do work for free, but this is different. If it's a dream client, you are doing work to boost YOUR credibility, and that is valuable AF. Tell them you're building up your restaurant portfolio, and are wondering if you could shoot 3-5 dishes and 1-2 mock cocktails in their space. In exchange, they can have access to any photos from the shoot.



## no. 3 *Add value*

Once you shoot for free at a few places, take those images and start pitching other restaurants. Show them your gorgeous work, and offer a day rate depending on your skill level. Tell them they can use the images in marketing materials, on their social channels, in e-blasts and on their website. If you have a big IG following, say you'll throw in 1-2 posts on your feed for added value. Make them understand all the ways they'd be missing out if they DIDN'T work with you.



## no. 4 *Follow up*

If you don't hear back right away, don't get bummed. Restaurant managers have so much going on with day-to-day operations that it might take a follow-up email to get their attention. Keep the second email brief, reiterating your interest and letting them know how much you'd still love to work together!

# TEMPLATE A - FOR BUILDING YOUR PORTFOLIO

*This template is made for you if you're just starting out and looking to build your restaurant portfolio. Don't sell yourself short just because you're not charging- think of it as a positive; you're free press!*

Hi \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a food photographer and founder of [insert website or Instagram handle here].

I am currently looking to build up my restaurant photography portfolio, and seeing as I'm already a huge fan of you guys [your \_\_\_\_\_ is my favorite!] I was wondering if you'd be open to having me in one day this month to shoot 3-5 dishes and a few mocktails? In exchange, I'd be more than happy to offer you the ability to use all of the photos from the shoot in online marketing materials, on your website, or on your social channels.

Thank you in advance for your consideration. I look forward to hearing your thoughts!

Best,

\_\_\_\_\_





# TEMPLATE B - FOR DOING A PAID SHOOT

*This template is for the food photographer who's already shot in restaurants before, but is looking to secure a paid gig. Make sure you link up your best restaurant photos you've shot, whether they be on social or on a portfolio website!*

Hi \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a food photographer and founder of [insert website or Instagram handle here]. Along with running [my blog/Instagram/etc], I've shot a number of restaurants in the area, such as \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

I was actually in the other week and took this photo [hyperlink] that I shared on my IG account, which got a ton of engagement- over [x] likes!

Suffice to say, I'm a huge fan of what you guys are doing, and it's something I would love to be a part of. I'm wondering if you're in need of any photo-related content in the near future, such as images for your social channels, online/print media, your website, or your menus? If so, I'd absolutely love to talk about doing a shoot together.

Let me know if you're open for a brief chat and when that would work best for you. In the meantime, you can peruse my portfolio site here [hyperlink].

Thank you in advance for your consideration. I look forward to hearing from you!

Best,

\_\_\_\_\_



# TEMPLATE C - FOR TAKING ON SOCIAL

*This template works best if you have a strong prior roster of clients and are looking to take on an ongoing relationship with a restaurant. Be sure to add in an anecdote on your personal connection to the brand!*

Hi \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a food photographer and founder of [insert website or Instagram handle here]. Along with running [my blog/Instagram/etc], I work with restaurants to help in all marketing capacities such as: social media management, content creation, food photography, email marketing, website management, public relations, and more.

I've worked with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, and am currently looking to take on new clients with similar passions for food, hospitality, and visuals.

Suffice to say, I'm a huge fan of what you guys are doing [insert possible personal anecdote here], and it's something I would love to be a part of. Once the time is right, I would love to meet to discuss your current marketing goals, as well as how we could potentially work together to grow your brand.

Let me know if you're open for a brief chat and when that would work best for you. In the meantime, you can peruse my portfolio site here [hyperlink].

Looking forward to chatting more.

Best,

\_\_\_\_\_

