

LF35_0032 – Online Questions

1. Your name just sounds like the perfect one to have to become a famous photographer. Do you think that you were born for this? (photography)
2. You were in law school – what in the world was it that made you make such a radical change?
3. So, why weddings then? Out of all the photographic fields you could have chosen – why this one?
4. When you go to www.jasmine-star.com you get this fantastic video, and then you have a full documentary deeper in the site. Tell me the why's and how's of it...
5. How tough is it to differentiate yourself (personally) from the other photographers in your area? How do you do it?
6. What about your images – what's different about them? Do you have a unique style?
7. What do you think is the single most important thing that has contributed to your quick rise in the wedding photography field?
8. What role does your husband play in the business?
9. Expand a bit on your business – do you have assistants? How do they participate in what you do?
10. What's your strategy for continuing to move the business forward?
11. How do you market yourself? What's your main marketing tool?
12. How does social media play into your overall business strategy?
13. What top three tips would you give other photographers when it comes to marketing your business in these tough economic times?
14. You've gotten some recent publicity yourself from Glamor.com – tell me about that...
15. What about gear – why'd you pick Canon?
16. What's your equipment setup for a wedding from the camera and lens side?
17. How about the lighting side of things?

18. And the software side – how much post-processing is involved in your work?
19. Why do you give away your techniques and specifics of lighting and gear on your website so freely?
20. It seems like you've gotten into workshops like so many others. Tell me about yours and what will make them different...
21. What about the convergence of video and stills? Is that something that's going to find its way into your workflow?
22. Why or why not? (depending on the answer to 21)
23. So, what does next year look like for Jasmine Star?
24. Tell me where you'll be and what you'll be working on five years from now...