

# AIPP Keeping clients happy: A checklist

**Returning customers and word of mouth is the strongest marketing a photographer can develop. Are you doing all you can to keep your customers happy? Here's a checklist...**

- Are your pricelists in writing and given to your clients BEFORE they book you?
- Is it clear what the client will get, for how much and when?
- Ask someone else for feedback. Often it makes sense to us because we are so familiar with our products and services, but it may sound like a foreign language to a client.
- Are you using a contract?
- Is the photographer you assign to the job an AIPP member? (Remember you are responsible for them under the AIPP Code of Ethics).
- Have the clients met with that photographer? Were the works shown to them that photographer's samples?
- Is there a clearly set out time schedule for the day that both parties have agreed to? Is it realistic?
- Make sure your contracts state who owns the copyright, negatives, digital files, usage, etc.
- DO NOT consume any alcohol on the job under any circumstances. Note that the consumption of alcohol by you or your staff may jeopardize your public liability insurance, work cover and/or duty of care obligations.