



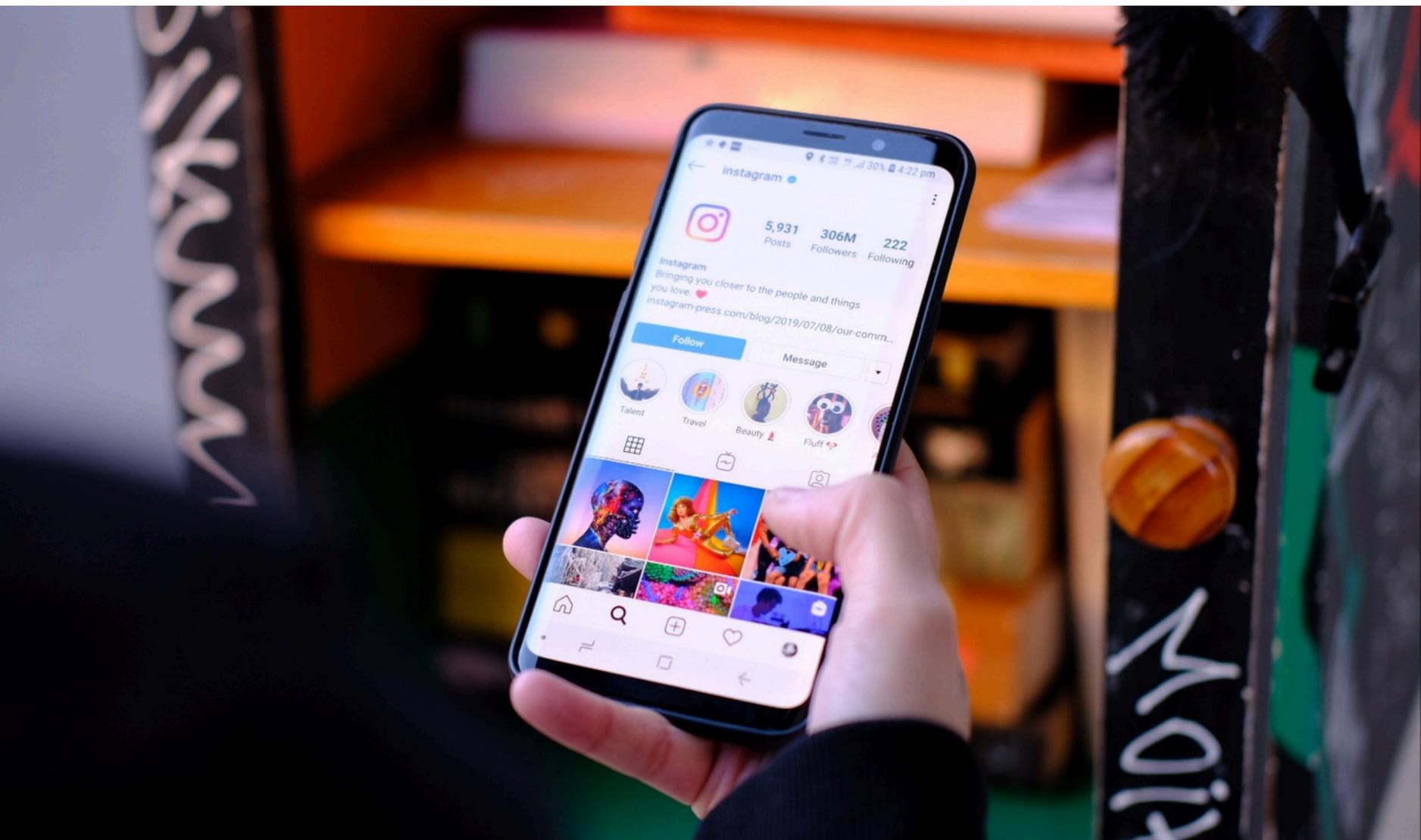
3 Friendly Ways to Connect with Potential Clients on Instagram

A quick-start guide for new photographers who want to build relationships before selling services.



1

The Genuine Compliment



GOAL: Break the ice with authentic appreciation.

Scroll through their recent posts and find something you truly like: **could be a photo, their caption, their design style, or even their humor.**

Send a short, genuine comment or DM that shows you actually paid attention.

Example DM:

Hey *[Name]*, I saw your post about *[specific thing]*! Loved the way you captured that! Just wanted to say it really stood out in my feed.

The Conversation Starter



GOAL: Open the door to ongoing interaction.

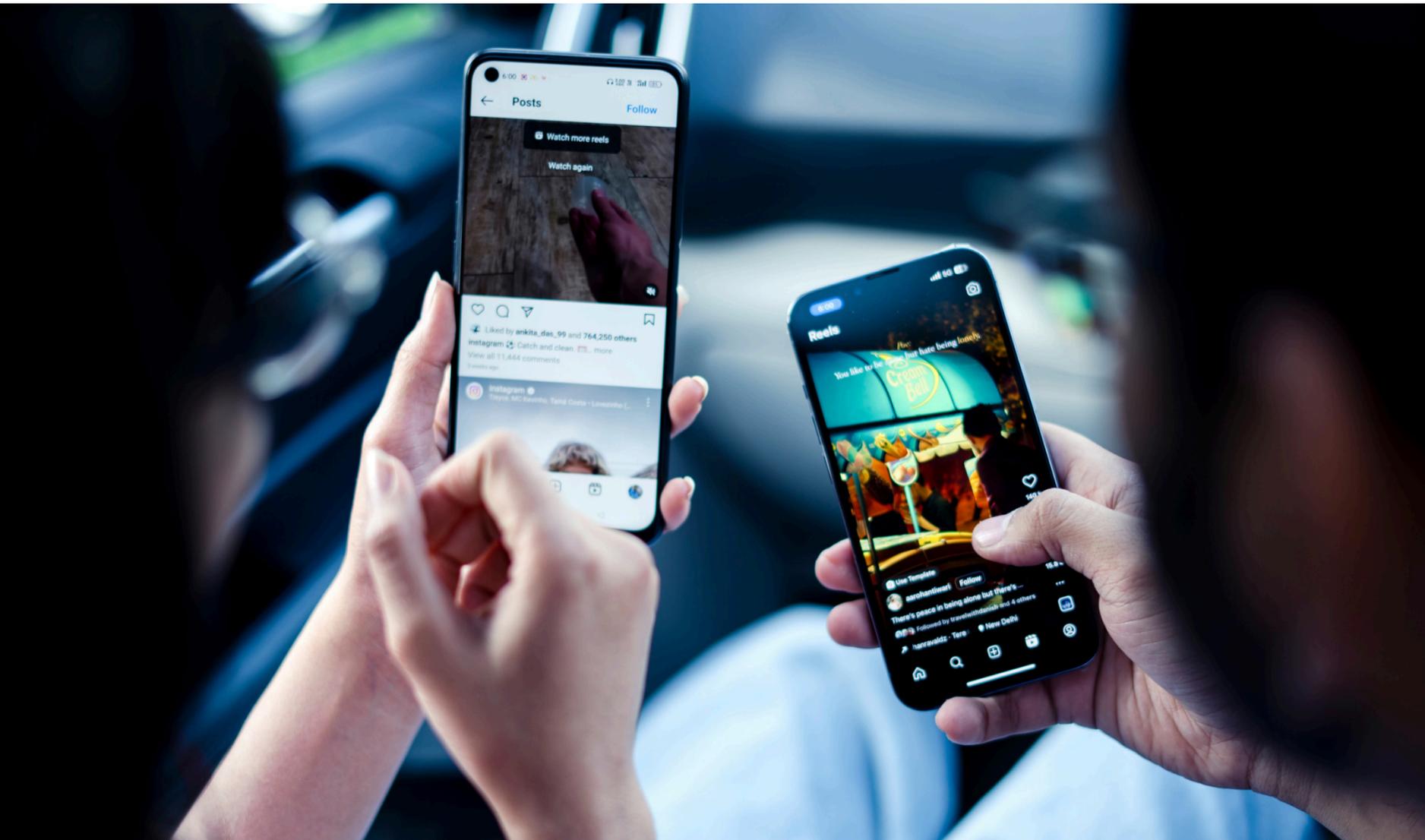
Find something in their posts that you can ask a question about! This works especially well with **stories or reels**.

Keep it casual and focused on *them*, not on your work.

Example DM:

That coffee shop in your story looked amazing! Where is that? I'm always looking for new spots to try.

The Common Ground Connector



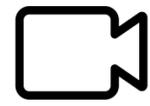
GOAL: Build rapport by finding shared experiences or interests

Look for hobbies, locations, or industries you both connect with.

Mention the connection naturally, so it feels like friendship, not networking.

Example DM:

Hey *[Name]*, I noticed you're in *[City]* too! Small world! I'm always amazed how many creative people we have here.



Here are our Pro Tips!

Be real. People can smell *copy-paste* messages a mile away.

No pitches at first contact. Think "*make a friend,*" not "*close a client.*"

Engage before DM. Like and comment on a few posts so your name is familiar when you message them.

