



STEPS TO SUCCESS

Photographers have long sought the magic bullet, the one marketing tool or single solution that would guarantee a successful business.

Big Mistake.

There is no singular effort that will deliver the Promised Land, but there is a plan, a formula of steps, that when combined with lots of hard work and a good dose of commitment, do deliver.

Just ask Jake Armour or Emily Hagopian. They are 2 photographers who are now reaping the success from plans they have created and facilitated within the last 2 years.



I've been fortunate to have worked side by side with each photographer, creating the plan and facilitating it with them. Jake and Emily are 2 of the most recent success stories but the steps I'm going to share with you in the next few "Notes from Selina" have been repeated by many successful photographers, and now you can use them to build your business!

Your first step is to...

/ BUILD A COMPETITIVE PRODUCT

The days of recycling old imagery and shuffling it around on your website are over.

Buyers in all geographic areas and in all sectors of our industry are expecting to see well developed bodies of work when calling in portfolios or viewing your website, when an assignment is pending.

Here are the steps you need to take in order to develop your new body of work.

- Develop your visual approach to a chosen area in Photography
- Edit in any existing images that speak to your visual positioning.
- Shoot new images in your style, add them to your edited images and paginate them to create complete galleries
- House them on your website and in a print book.

This is your first step, don't move beyond this point until you are well $\frac{3}{4}$ of the way to a finished body of work. All of your free time and financial resources should be put here.

Jake Armour a long time client of mine (over 30 years) recently took this journey. He was a hugely successful, photographer servicing clients in the retail fashion and product industries. He worked on regional and national accounts with his large team on highly produced shoots. Desiring a shift in his daily world, Jake and his wife and business partner Hope, chose to completely reposition their business 2 years ago.

Jake took the first step, reviewed his product, and determined that he wanted to move toward work that gave him access to more creative projects and allowed him to continue to explore the use of light that was his signature.

Ultimately he chose to shoot portrait and portrait moments, and began the work with me of developing a new body of work. Within a year he had a portfolio that was ready for market.

Take a look at Jake's website www.armourphoto.com and then take a look at you.

Where are you?

Do you have a body of work ready to sell? Does it speak to a specific area of photo and have your visual signature on each image? If I were a client cruising through your site would I be able to easily determine what type of assignment to give to you?

OR

Have you been randomly adding images to your website because you like them. Maybe you've been adding assigned work just to keep it fresh.

Perhaps you've chosen to organize your images in galleries titled by words that describe their contents; still life, food, lifestyle?

If you recognize your approach here, step 1 building a body of work around your chosen topic and photographed through your visual approach is where you need to begin your work.

If you haven't gone through the process of having a visual direction, market direction consult with a consultant, chances are that your offering is not a body of work that represents your visual approach to your photographic specialty.

Trying to short cut and choosing to market anything less than what clients are demanding of photographers is a waste of your future marketing efforts and funds.

Is this step a bit of work?

You bet.

Is it going to be an investment of your money and time?

Absolutely.

Will it pay of?

Always has.

I've never seen a client take on this piece of the process, work hard and not be successful.

But for every one Jake and Emily there are hundreds more who feel they can beat the system, cut the corners, and save their time and money.

I guarantee you that many of them are the very people on line complaining about what a lousy business photography is.

Choosing to make the time to explore who you are as a photographer, examining your strengths, and looking at visual possibilities for your new direction is an incredibly exciting place to be. Honoring your craft and choosing a visual direction to dig more deeply into is what begins to build the body of work whether it be print or motion that clients are asking for in today's competitive market.

My hope is that you read, absorb and use the information I've shared with you here.