



## KEY IMPORTANT STEPS PHOTOGRAPHERS MISS WHEN MARKETING THEIR WORK!

In case you haven't noticed the playing field has changed.

Buyers in every area of photography and in all geographic locations are now hiring photographers who clearly and easily communicate to buyers the value of their work.

What does value look-like to your client?

For the last several years, your buyers have been asking you to define what you're shooting and they want to see your visual style of approach, within your chosen field.

If you have already taken these steps good for you!

If you're still one of the photographers, who is showing people, places, food, architecture and head shots, stop that now!

I had a discussion recently with a photographer who felt that having the variety was necessary, as she was focusing on marketing to her local market.

She was surprised and grateful when I informed her that going after a nearby market only (unless you're right out of photography school) was way too limited, geographically.

There are photographers in every part of our country and even our neighbors in Canada, are marketing into cities throughout the United States.

To think that your town or city (no matter how small) is being serviced by only local photographers is a myth.

Your new “regional market” should contain local contacts and go beyond that scope. Of course the word “regional” is going to look different depending on where you're located. For those photographers who have been marketing consistently, and have developed a core group of repeat clients, the national market beckons.

## TRUST!

When clients have an assignment to bid, they look at your website, to see if your visual approach to your topic matches the feel of the photography they need, AND they are looking to see if there is enough content within their area of interest, to build their trust in you as someone who can deliver.

If they come away after viewing your website, feeling that each image was a different application of your vision and your galleries feel like a body of work, rather than random images, you've gained their initial trust.

In order to develop galleries that build confidence in your ability to deliver, you will need to have each gallery professionally edited and paginated.

This is the key step that most photographers miss!

Rarely is this task taken on by photographers alone for its extremely difficult for Creative's to edit and paginate their own work.

They are simply too close to the subject matter to properly edit and are rarely experienced in the “art of pagination”.

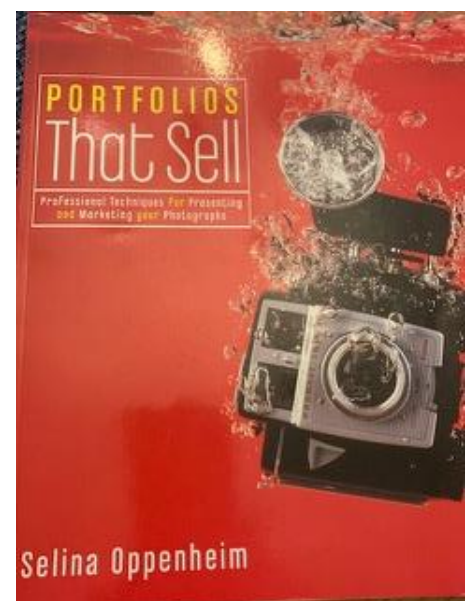
This is where a consultant who is well versed in pagination is extremely valuable.

Pagination, the art of placing images in an order where they flow seamlessly, is a creative, intuitive process.

When I wrote my first book, *Portfolios That Sell* for Watson Guptil

I had to articulate pagination in words, which was an extremely difficult task.

I love pagination!, Taking hundreds of different images, finding the visual stream that represents the photographers talent and then sequencing



them in a way that takes the viewer easily and smoothly through the entire group is the goal of paginating.

It's exciting to bring order to a group of images and provide the viewer with a very clear understanding of how the photographer sees.

I have often said that viewing a well edited and paginated online or print portfolio is akin to watching a professional ice skater. A skater may perform a 3 minute routine but in that performance, are many different moves and jumps, all seamlessly integrated into one fine production.

You don't notice each separate move, you simply view the total routine and are awed by the talent displayed.

That's what I am always looking to achieve when I edit and paginate my clients work.

And you, have you taken this step?

Do your galleries flow seamlessly and are your images each an example of your visual style?

Are your web galleries beautifully edited and paginated, or is this a step that you've missed?

If so, no worries, I've got you covered.

Contact me by May 30th at [selina@selinamaiteya.com](mailto:selina@selinamaiteya.com) and we will set a time to talk about your goals, your work.

There's no fee for this call and if we decide you need an edit and pagination I'll happily give you a solid 15% off your invoice.

Don't miss this key step in building trust with your clients.

Getting your next assignment may hinge on this important task!

In Grace  
With Gratitude  
Selina

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