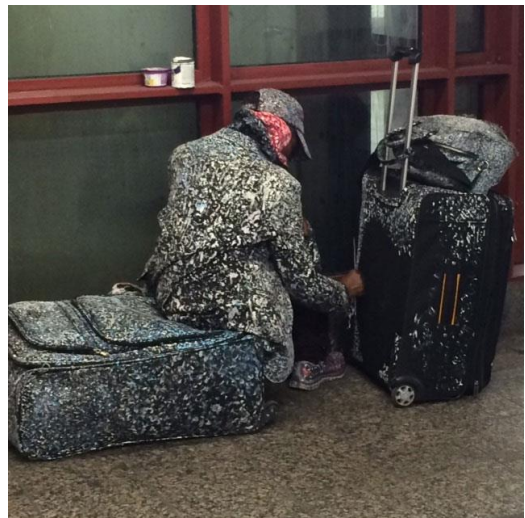


COMPETITION IS NOT YOUR BIGGEST PROBLEM

If I hear one more photographer complain about all of the people shooting on iPhones, flooding the market with images I think I'll scream.

Artists are everywhere. Millions of people enjoy photography. Saturday shooters and offspring of well-known celebrities who happen to catch a break, are not your competition.

The world of print is not dying it's just greatly shifting, and clients are still paying great fees for great work.



Yes, our market has shifted. Yes, there are more photographers than there are assignments, but it's always been that way.

Yes, clients ask for more and more all the time, there's nothing new about that.

Clients, art directors, Photo editors, architects, they're getting younger and younger all the time because you're getting older and older, and it's always been that way too. :)

When it comes to you succeeding as a photographer none of the statements actually matter.

What's truly important is what YOU are offering to the marketplace, that's where your FOCUS needs to be.

If your focus is on what's wrong with the marketplace, and you're caught up in the illusion that there's no way you can succeed because of an overcrowded market, that's full of young people who don't know photography, then that is the reality that you create. You will live inside of that fantasy and your business will suffer.

If your focus however, is on developing the most competitive body of work you can produce and you then take the necessary steps needed to consistently sell and market your work, then you are laying the groundwork for the success that you seek.

I have met and worked with thousands of photographers in my 30+ years as a consultant.

I have teamed with many shooters who had a gift, who worked their vision, developed and activated a deep sales and marketing programs, and then gave their businesses the time needed for their efforts to be realized.

They were all ultimately successful.

I have also worked with photographers who put all the right steps in place but they had their attention and their energy in the wrong place. They were so focused on why they wouldn't succeed, often blaming young inexperienced photographers, or clients who wanted too much for too little. The energy they created each time they spoke or thought those words created toxic fumes that ultimately led to their lack of success.

And the sad part is they had no clue that they were the ones that were blocking their own progress.

While many changes in our industry have taken place year after year, what hasn't changed is that there are clear steps to building a successful photography business.

One of the most important actions you can take is to make sure your energy, your actions, your thoughts and your intentions are not directed toward the denigration of anyone.

Instead, spend your valuable time, effort and resources examining you and your business.

Are you taking all the steps you need toward building a thriving business? Is your attitude positive?

Are you accepting the responsibility of being an artist and a business person?

I hope so, for the only person you are truly competing against is you.