



ARE YOU READY FOR SUCCESS?

I've never met a photographer who didn't want to be successful. Yet I've met so many who didn't have the steps in place that would deliver the results that they desired.

While our industry shifts and client's needs change, there are consistent questions that you need to focus on today in order to meet your creative, financial, and personal goals.

So read on, because it matters not whether you are new to our business, a veteran or a mid-lifer :) all of these questions need to be addressed by you in order for you to build a business that will THRIVE!



/ DO YOU HAVE A PRODUCT TO SELL?

I've been talking about this for years and now it's reached epic proportions. Clients in every geographic area, in each discipline of photography, and at every price point see value in a very specific way. They no longer look at websites and print books expecting to see individual images, representing several types of specialties.

They expect you to have a complete **body of work** developed around your specific subject and seen through your very individual, visual point of view.

Do you have what clients are asking you for?

Do you have a product to sell?

/ HAVE YOU INCORPORATED SOCIAL MEDIA ACTIVELY AND THOUGHTFULLY INTO YOUR SALES AND MARKETING PROGRAM?

Having a business Facebook page or a linked in page is not enough. You need to know where your buyers are hanging out. Consumer clients are often on Facebook but ad clients, editorial photo editors, corporate contacts, architects, graphic designers. You can usually find them on LinkedIn.

Do you know how to incorporate your blog into your social media?

Have you decided that Instagram and tumbler aren't for you because you're afraid others will steal your work?

Register your images with the copyright office and be creative about what you share. Then hop on board.

Instagram is the new portal.

/ HOW MANY IN PERSON VISITS ARE YOU AIMING FOR THIS YEAR?

My client, Jake Armour, a veteran photographer has repositioned his business completely in the last two years. He knows the power of taking on the responsibility of making appointments and having face time with potential clients.

Not only did he have over 20 appointments in the last 6 months but he can directly point to assignments that came from his efforts. (Oh yeah, his last visual email had a 38% open rate within 2 days of being sent. Nobody looks at emails anymore? Hogwash!)

/ DO CLIENTS DESCRIBE YOU AS THE BEST PHOTOGRAPHER THEY HAVE EVER WORKED WITH?

An old student of mine, Danny Clinch was recently highlighted on the iconic TV news magazine, 60 Minutes. Bruce Springsteen said "When it comes to photographers Danny's the man!"

It doesn't get better than that!

Danny deserves that praise. He's a world class photographer who has earned his hugely successful career shooting portraits and portrait moments of some of our greatest musicians.

No doubt Danny is incredibly talented.

He also happens to be a lovely, kind man who works very hard, is a pleasure to be around, always gets the shot, loves his work and feels grateful for the life he has created.

How about you?

Do you give each assignment everything you have? Do you do it with an open heart? Are you constantly working on your vision? Are you grateful for your clients and the business that you are developing?

Remember, it's important to service well, and to be someone that everyone wants to be around. It's critical to market your work effectively.

But truly none of that matters unless you can answer yes to this question:

Do you have a product to sell?

That's where your success begins!