



SHOW UP!

Photographers are always asking me *"How do you attract your targeted audience? My answer?"* Simple. SHOW UP!

These two little words carry lots of power behind them. To me, 'Showing Up' involves a commitment that you have made to accept the responsibility for your success.

Do you show up in your business?

Check the following ways to "Show Up" and see how you are doing.

"Showing Up" is defining and refining your vision.

[Check past articles I've written](#) on developing your visual style. What's yours? Can you easily and quickly tell me what you shoot and describe your visual approach in 10 words or less?

"Showing Up" demands you research your targeted audience.

Who are they? What are their needs, where do THEY look for photographers (which on line directories and/or social media platforms do they use? How do they feel about receiving visual emails vs. direct mail?)

Don't assume you know your buyer's habits, conduct a mini survey and find out.

"Showing Up" looks like having a budget before you begin planning.

You may not have all of the money for your yearly budget as you develop your program, but you are committed to funding what you truly need!

Abraham Lincoln said: *"Do not tell me why something cannot be done. Rather tell me what needs to be done and we will find the way."*

This was a dude who clearly "Showed Up!"

"Showing Up" is developing a SALES and marketing program.

Most photographers would be happy to hang on Instagram for hours but resist hitting the pavement to show a portfolio.

Visual email, direct mail, websites and a social media presence are all good MARKETING tools but going on portfolio in person visits, should a part of your SALES program.

The phrase "No one looks at books" is rubbish! Currently, my most successful clients are folks that constantly "Show UP" with in person visits to potential clients and yearly trips to paid portfolio reviews.

"Showing Up" involves utilizing direct mail AND visual email.

Web land is not some lofty, wonderful spot that just contains lots of free information. It's a business tool. Decide what SPAM feels like to you. Check local laws and then consider incorporating this powerful opportunity into your marketing program.

I have a client with a 48% open rate and he sends his visual email to 3,000 contacts. That's almost 1500 sets of eyes on one emailer. Nobody opens visual email anymore? Hogwash!

"Showing Up" is having a web site that visually backs up your portfolio and is easy to navigate and has been designed and developed to work as a strong marketing and selling component in your program.

"Showing up" is making sure that there a consistent design element, color, feel, type, etc. used throughout the design of your portfolio, mailers, and web site.

This is simply good design branding. It allows viewers to get the whole picture and more quickly identify your materials as they come across their desk or onto their computer screen.

And... it speaks volumes to your potential client about your level of professionalism, separating you from the weekend shooters.

"Showing up" is checking in every month with your marketing tasks.

Stay on program and check your progress and be open to shifting your program when necessary.

"Showing up" is practicing the art of patience.

Allow your program the time to build, develop and generate assignments as long as needed (hold your breath: 1-3 years!)

"Showing up" is having endurance.

Staying the course. Many photographers, too many photographers give up way before they take the shingle down. They stop generating new imagery. They stop showing their portfolio. They stop sending out mailers. They simply slow to a halt.

ENDURANCE is key. Why do some have endurance while others don't? Desire? Faith? Discipline? It is probably a bit of each. People with endurance succeed. They can't, not. They keep going, they perfect their vision, they develop more discipline, and their faith has reason to become solid. They succeed.

So how did you do?

Do you "show up" in your business? Regularly? Once in a while? Never? Have you worked on your vision? Do you have a program to follow? Do you have endurance?

Showing up is also getting help when you need it.

Choosing not to spend money to hire a consultant when you need to define your vision, create a sales and or marketing program, or increase your fees, is simply bad business. You need to invest in your business and receiving experienced, professional advice should be one of your first investments.

My client **Rob Wehmeir** understood that he needed help and here's what he had to say after we worked together:

"I was at a point in my career where I needed to change, but I knew I could not do it alone. I needed a guide.

With in-depth knowledge and a long history in the photographic industry, Selina has helped me to transition my photographic business. She has helped me to focus in on my visual strengths, taught me new business and marketing skills, and helped me to stay accountable to my timeline and goals.

With Selina on my team, I have given myself a significant boost to succeed."

Rob showed up for his business and as a result new clients will show up for him!

If you are ready to show up and need a guide please reach out to me at Selina@SelinaMaitreya.com. We will set up a no fee call pronto to discuss your business.

Please remember when you ask clients to hire you, you are asking them to trust you. You are telling them I am reliable. I will "Show Up." If you are not "showing up" in your business why would you ask them to trust that you will "Show up" in theirs?