

# GETTING PERSONAL

FPCN MODULE EIGHT

# RESEARCH HAS GIVEN US:

COMPANY NAMES  
CORPORATE NAMES  
EDITORS NAMES  
CREATIVE DIRECTORS NAMES  
DESIGNERS NAMES  
MARKETING DIRECTORS NAMES

BUT NOW...



# WE HAVE TO CONTACT THEM

- Business IS personal.
- One to one relationships matter.
- Building trust is a real close encounter.
- Your clients need to know you.
- Show them who you are.

# LETTER OF INTRODUCTION

- Great for corporate marketing departments and PR firms
- Can be very good for Creative Directors and Art Buyers
- Short and to the point. Three paragraphs, photos, call to action.



# LETTER OF INTRODUCTION

- Letterhead (Yep, still a use for it.)
- All contact info including links to Website / SM
- Paragraph One: Who you are.
- Paragraph Two: What you offer.
- Paragraph Three: Why they should be interested.
- Call to action.

WHO

WHAT

WHY

THEN **ASK** FOR THE  
INTERVIEW / PORTFOLIO  
SHOWING.

# CHARITIES AND ORGANIZATIONS

Being involved with these groups can increase your visibility, as well as help you make contacts in the areas you are looking to work in.





# GET ON COMMITTEES

- Involvement is key - membership is not enough
- Do not stretch yourself too thin
- Be helpful, resourceful, and creative
- Do not become the “event shooter”
- Choose your photographic involvement wisely

# SEMINARS, PUBLIC SPEAKING, CHAMBER OF COMMERCE

If you are a commercial photographer and looking for work, the Chamber of Commerce may be a good place to start. Also seek out organizations that may want you to speak at their event, or teach to their employees.



IT'S NOT WHAT YOU SAY  
- IT IS THAT YOU WERE  
INVITED TO SAY IT.

# TRADE SHOWS AND EVENTS

Be very, very careful with these. They are not as practical as they once were, and can waste your time and resources. However, weigh each carefully before making a decision.



# THESE TYPES OF CONTACTS ARE NOT AS COMMON THESE DAYS BECAUSE OF EMAIL AND DIGITAL. OK - BE UNCOMMON.

- Phone. You know that camera you carry around has a device that lets you input numbers and then speak directly to someone on their similar device? What's that about?

Seriously - do not underestimate the phone call. Just make sure you follow a few rules.

- Return calls ASAP
- Never blather on - get to the point
- Respect busy times. (First thing in the morning, last 2 hours of the day)

# EMAIL LETTERS OF INTRODUCTION

All contact information.  
A photograph.  
Same four paragraphs as  
the letter of introduction.

As much design as  
necessary to help catch  
their eye.



# TRADING OUT WITH DESIGNERS AND MAGAZINES

- Look for someone who is open to your style of photography
- Make sure you are compatible business wise
- Trade out marketing design for photography
- Work together on finding clients (photographer brings design, designer brings photography)
- Work with honesty and ethics; demand the same

# YOU MAY USE ONE, OR SEVERAL OF THESE CONTACT METHODS

- There is no right or wrong way
- Clients respond to different methods of contact
- Keep the contact short, but make sure you cover all points
- Ask for it... a call to action. Be specific.
- Be persistent without being a stalker creepy person