

CLIENT ACQUISITION SPRINT 3B

THINK LIKE A BUSINESS PERSON

COMMERCIAL PHOTOGRAPHY IS A SERVICE BUSINESS

This is business. As a business, we are in it to make a profit. What is profit?

Profit is what is left over after you pay your bills, pay yourself, and save a percentage for future expenses.

PROFIT IS THE GOAL FOR ENTREPRENEURS.

WHAT DOES IT TAKE TO THINK LIKE A BUSINESS PERSON?

An understanding of how business “works”.

An understanding of how we make money.

An understanding of what our clients want.

An understanding of the financial discipline of being a self employed entrepreneur.

An understanding of our own self-worth, and how we can project that to our clients.

THAT'S A HECK OF A
LOT OF UNDERSTANDIN'

THE UBIQUITOUS CODB CALCULATOR

Yes, they are good. No, they are not the total part of your financial planning.

The CODB Calculator Problem

While these calculations can show us our monthly / quarterly / yearly cost of doing business, they cannot help us price our imagery.

They can work if our products are priced as a commodity
- as many consumer photographers do.

But we don't create a commodity - we create value.

OUR VALUE IS IN THE IMAGES WE
CREATE WHICH CREATE EVEN MORE
VALUE FOR OUR CLIENTS

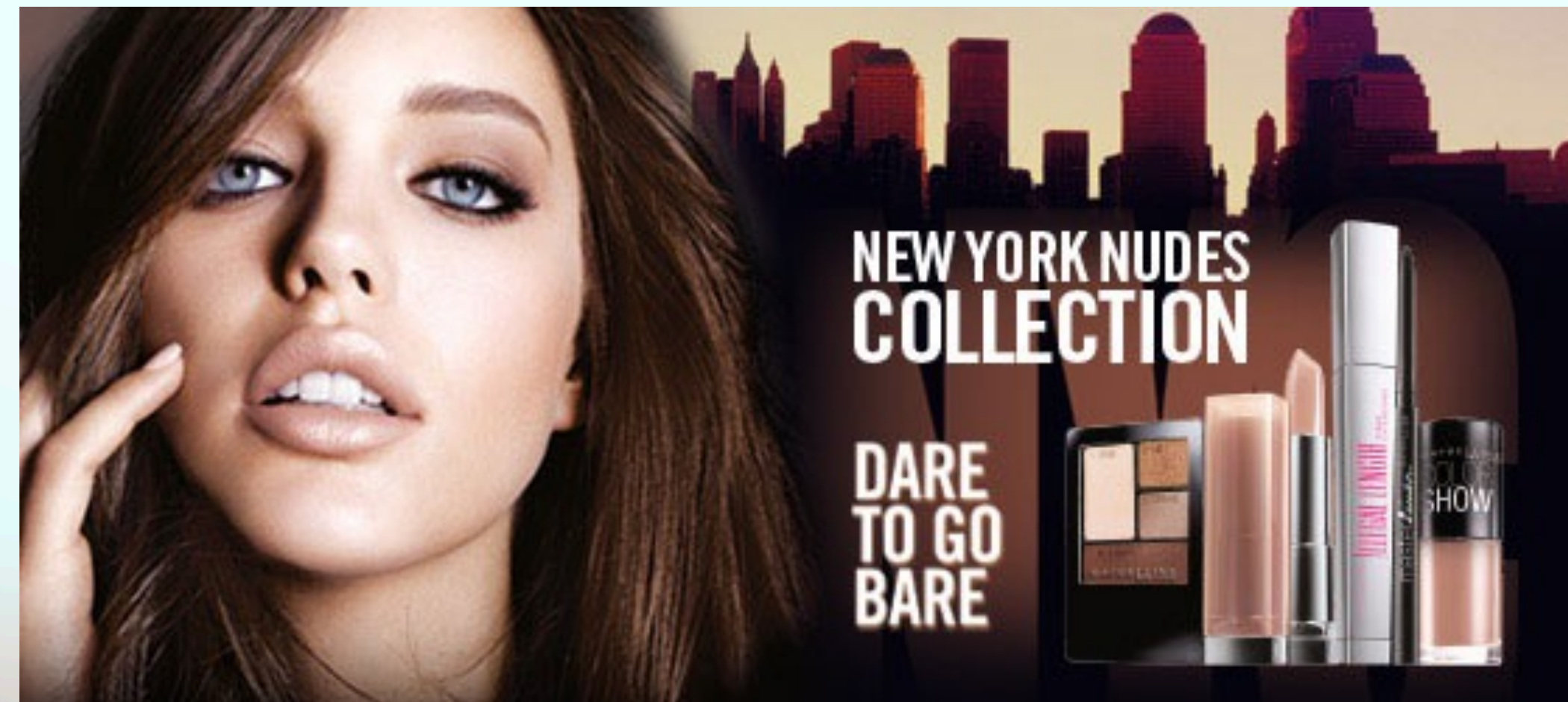
HEADSHOT



**CLIENT:
MODEL FOR
HER PORTFOLIO**

OUR VALUE IS IN THE IMAGES WE
CREATE WHICH CREATE EVEN MORE
VALUE FOR OUR CLIENTS

HEADSHOT



**CLIENT:
MAYBELLINE
FOR 6 MONTHS
PRINT
WEB
POINT OF PURCHASE**

DO YOU THINK THIS ONE COSTS MORE?

WHY?

BECAUSE THE VALUE TO THE
COMPANY IS MUCH GREATER
THAN IT IS FOR THE MODEL

MOM and POP BUSINESS VS A LARGE CORPORATION

HEY... THEY DON'T PAY THE SAME.

Stop expecting them to do business the same way. You may have to change up how you bid and charge for different types of clients. That's fine, it is the way it is done.

SET YOURSELF UP FOR
SUCCESS BY GETTING
YOUR NUMBERS
TOGETHER!

NOW!

WHAT IS YOUR MINIMUM PRICING?

This will take in consideration the type of work you do

You will also have to determine the value to your average client, and how they perceive the value of the work you do.

Once you establish this minimum price... **STICK TO IT.**

DO YOU HAVE FIXED PRICING?

Things that can work well in a fixed pricing situation:

- Studio headshots.
- Drop and Pops.
- Events (with caution)
- Small tabletop in high quantity.

Most everything else will require custom pricing.

WHO AND WHERE ARE YOUR VENDORS AND PRODUCTION ASSETS?

Do you know a food stylist? And what they charge?

Do you have at least two rental studios on speed dial? And
their rates?

Makeup artists? Model agencies? Talent agencies?

Do you have model releases, property releases, and...

INSURANCE?

IF YOU SHOOT ON LOCATIONS, DO YOU KNOW WHERE AND WHEN YOU NEED A PERMIT?

Nothing can spoil a shoot faster than the local constabulary raiding your set looking for permits.

How where you need them, get the numbers on speed dial, get your lists made and ready.

WHEN A BID COMES IN, YOU HAVE THE NUMBERS THERE...

... And that can save you hours and hours of time.

If it is a typical shoot needing a model, stylist, studio portrait, and a lifestyle shoot on location, you can put those numbers together fairly quickly - at least a great estimate - because you already have them.

BTW, never give a bid over the phone even if you have the numbers in front of you. At least “check your schedule” to see if you are available, and then call them back with the numbers.

NOW, LET'S GET REAL!

What assignment work are you ready for?

You are working on your portfolio, and you have been building that list, so now let's take a look at what to do next.

ENTRY LEVEL, MEDIUM LEVEL CLIENTS...

HAVE YOU IDENTIFIED TEN OF THEM?

HAVE YOU IDENTIFIED TWENTY OF THEM?

THIRTY!!!??!!

SAMPLE LIST:

Small Manufacturing

Headshots for PR

Real Estate

Model Agencies

Local Magazines

Local Restaurants

Local Designers

Small Local Ad Agencies

Local Developers

Local Architects

Event Planners

Local Web Entrepreneurs

BE creative... find 10 more

What's Your Plan?

I can tell you that nothing works like a solid marketing plan.

Nothing.

And here is one more pitch for my
THREE CONTACTS PER DAY.

Email.

Phone.

Direct mail.

Personal contact.