

7

simple strategies
TO A
Successful
photography
BUSINESS

BY BERNIE GRIFFITHS



Congratulations!

Thank you for downloading this your free report:

7 Simple Strategies to a Successful Photography Business.

I guess that you have decide to either start a photography business, or that you already have one and want to take it to the next level. Maybe you are feeling a little lost and don't know where to start. Now could be the time to take action, and release all those hopes and dreams that you have for the future. For yourself, and maybe your family. The question is, what is holding you back?

On the following pages I have put together seven strategies that will help you find what's keeping you from pursuing those dreams.

There are some great ideas that can relieve your frustration of knowing what action steps to take. After more than forty years as a photography studio owner, I know how you feel. You feel alone and isolated. Everyone goes through these times.

I have found myself stuck many times during my business life. I can help you get unstuck. I have been consulting with photographers around the world for many years now, and I have a great insight into the many problems that photography businesses can have. Best of all, because of my experience, I have solutions to these problems. Let me share some of what I've learned with you.

I know what it's like when sales are bad, you get less and less customers, and this pressure causes family relationships to break down. You may have small children and are finding it hard in spending some quality time with them. I had exactly the same problem in the early days of running my studio. I have two kids, and when this happened to me, I was forced to come up with a plan to overcome the lack of time I was spending with them. I would like to share that plan with you.

Your photography may be good, but if you do not have any business systems in place, you are guaranteed to fail.

I have learnt so much over my many years of running a photography studio, that I was motivated to write a book. The book is called "Success Secrets of a Professional Photographer." In the book I reveal my strategies and secrets on how I have sustained my own successful photography business for such a long period of time.

In combining everything I have learned over the years, and through all of the study and the personal experiences that other photographers have shared with me, there is one thing. that is the same. The same common thread running through everything, is that although our circumstances may change all the time, the reason that the particular circumstance is a problem is that we don't know what the solution is?

With over forty years in the photography business, I feel that I do have the answers to the problems. Whatever the problems may be.

This report is just for you. I sincerely hope that it is the start of a new and amazing successful photography business for you, or that it explodes your existing business into greater success. **I hope your passion is turned into profit!**

About the Author



Bernie Griffiths has over 40 years experience owning a successful wedding and portrait photography studio.

He has always been in the photography industry, beginning as a press photographer at just fifteen years of age. After that he became a manager in a photography darkroom, processing and printing thousands of images. Looking for greater challenges, at only twenty one years old, Bernie managed to secure a dream job in working as a photographer on a luxury cruise ship. He had a staff of three other photographers, and cruised all over the world capturing the passenger's experiences, with sales for the photographs reaching record levels.

Bernie opened his own studio when he was twenty-three years old. He soon learned that there was a lot more to the photography business than just taking photographs. The business needed to create cash flow, for there were lots of bills to be paid. It was at this point that Bernie became a student of marketing and promotion. Using some well thought out new marketing strategies, the studio began to flourish. So much in fact that after only two years Bernie employed five staff, and opened a second studio in a nearby town.

Bernie has walked the path as a photographer, and knows the frustrations and day-to-day challenges.

Bernie is now the owner of three successful businesses, and is still photographing selected portraits and weddings. He is a "down to earth" person who can relate to all areas of a business.

There are short cuts that can lead you to accelerate your success, both as a photographer and business owner. Talk to him about secrets of success and he will bluntly tell you that there aren't any, once you know them. He will say, "Work hard and always measure your results, and don't make the same mistake twice."

Using his unique retail selling system Bernie has turned over hundreds of thousands of dollars in his portrait and wedding photography business, and also through his consulting company, has taught many photographers to do the same.

THE JOYS OF HAVING YOUR OWN PHOTOGRAPHY BUSINESS

Photography is your passion?

So why do you want to have your own photography business?

Do you like the thought of having more spare time?

How about just working the hours that you want?

Having a holiday whenever you feel like it?

Having freedom?

Making a great income?

Working the hours that you want?



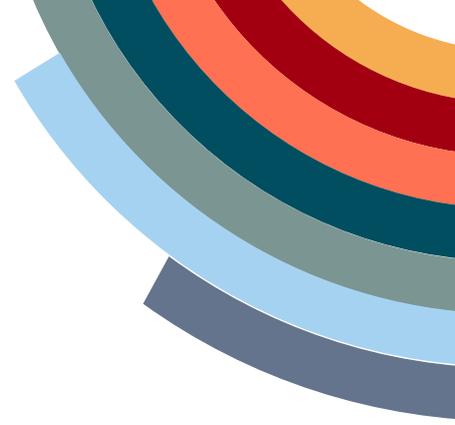
RUNNING A PHOTOGRAPHY BUSINESS IS NOT EASY

This is what a lot of photographers have told me. Especially when you are isolated in a country area, or run the business on your own. It can be lonely. It is not easy. Running a business from home can also be stressful, with the added pressures of balancing family life.

The market place is also very competitive, with photographers opening up on seemingly every street corner.

Starting a photography business without any training, and very little capital, can also be daunting. I have seen over my forty years of owning a studio, some photographers become millionaires, while others have failed. What is the secret of success? I believe that everyone has the secret hidden inside of them, but sometimes they just need that spark or inspiration to start the "fire of success". The one key ingredient for success is passion. Not being able to see failure. Your passion will drive you. This report is the road for your passion to drive along.

One of the weaknesses I often see in home studios is that they believe in the old saying "build it and they will come." This is no longer applicable in today's highly competitive market place. Especially in the wedding and portrait market areas, where there are literally hundreds of small photography home studios, in large and small towns all over Australia.



IS THIS YOU?

Are you having problems getting new customers to photograph?

Is your business starting to struggle since the digital revolution?

Have you just started a home based photography business?

Don't know what prices to charge?

Having trouble separating work and family life, and is causing strain on family relationships?

Sick of going to seminars by other photographers, but not getting the advice that you are looking for?

Do you feel isolated and alone in your photography business?

Are you confused with all the misinformation on the internet?

HOW MANY HATS ARE YOU WEARING?

There are many different ways that photographers operate their businesses. It may be from a commercial property or from home, but the principles for business success remains the same.

To run a successful business in today's competitive environment you have to acquire skills in all areas of your business. You have to be not only a photographer, but a psychologist, accountant, time management expert, Photoshop wizard, advertising expert, and an advertising executive, to name just a few. That's a lot of hats!

You may have set up your business as I did years ago, without any thought of structure or using any proven marketing strategies. You thought that if you took great photographs, that people would throw money at you?

It took me a few years to realize that my photography was only a small part of my business, and that to create a comfortable income, I had to get customers. Then I had to learn what sort of photographs to take, that my customers found irresistible, and that they would buy. I then had to develop a price list structure, and a selling system that would consistently reward me with good sales.

Here are 7 Proven Strategies for you to embrace, which can give your photography business, a solid foundation to build upon.

1

PROTECT YOURSELF

Most photographers forget how important it is to protect themselves with the right insurance cover. Insuring your photography equipment is necessary, but what about public liability?

Every day we are setting up people to photograph. We position them in various positions and in many different places, inside and out. Accidents can happen. But who is responsible?

What if we are photographing a small baby on a table and the baby wriggles off onto the floor? What if you are photographing a baby on the floor, and something falls onto them? Photographing a family outdoors and one of the children badly injures themselves? Who is responsible?

If they think that you are, as the photographer, be prepared. You should have at least twenty million public liability insurance. The risk is too great not to be protected.

2 HAVE A GOOD WORK/ LIFE BALANCE

Whether you are operating your business home or from a shop front, like many other photographers find that the business can create big challenges, but can also lead to financial benefits.

To have a good balance with your business, and your home life, you need think about what is the best lifestyle for you. Then you can put together a detailed plan.

Get a twelve month planner and firstly set some dates for holidays. Then think about the days and the times that you wan to work.

Do you want to work six days a week and have Sundays for family? Do you want to work evenings? Maybe you want to start work at 10am and finish work at 4pm. Set your work time and your family times down, and then have the discipline to stick to them.

3 FIND YOUR NICHE MARKET

A simple question. Why should someone decide to use you, over any of the other photographers in your area? What is it that makes you unique?

THIS IS A KEY QUESTION THAT YOU MUST SEARCH FOR AN ANSWER TO.

The key to effective selling in this situation is what advertising and marketing professionals call a “unique selling proposition” (USP). If you can't come up with your own USP, then any marketing that you do, will be a waste of time and money.

Pinpointing your USP requires some hard soul-searching and creativity. Your photography may be award winning, but if you cannot define your Unique Selling Point, you will find it hard to get customers.

Unless you can pinpoint what makes your business unique in a world of hundreds of competitors, it is increasingly difficult to stand out from the crowd. Look how other companies use their USPs in their marketing, to focus their customers on their products. This way you can learn a great deal about how companies separate themselves from competitors.

The problem is, that if you can't tell a prospect what is special and unique about your business, then that leaves only one thing that your customer can compare. And that's the price! That makes it really hard for you as there will always be some other photographer that will do it cheaper.

Creating a niche is at the heart of any photography business that wants to separate its self from the competition.

4 PUT MARKETING ON TOP OF YOUR PRIORITIES

Are you good at marketing? As I consult with many photographers around the country I am always surprised by how many of them waste money on advertising that just isn't going to work.

They waste money that they cannot really afford, simply because they do not know what advertising is more likely to work. Too many of them don't have any marketing strategies, and are just throwing money into different forms of advertising and hoping that their badly planned advertising will work with.

They are vulnerable, and are therefore targeted by different large companies, who find them easy targets to sell to, and who extract from them lots of dollars, that they cannot really afford.

It is easy to sit behind a computer, playing with our images, rather than working on our business, and in creating new customers.

We are too busy, quite often doing the wrong things.

We forget that the most important aspect of our financial success is being aggressive in our advertising and promotion programs. If you have no set advertising program it is very likely that your customers will diminish and your sales fall.

The priority of businesses wherever you are, and however big or small, is in getting more customers. To grow your business, you must learn to become a marketer, or you may suffer the circumstances. If you don't know what to do, you can purchase books on advertising, Google "how to get more customers", or get some professional advice from a consultant.

5 HAVE A GREAT SELLING SYSTEM

Taking photographs is what we are passionate about. We love holding the camera, and creation great images of our subjects. But as a professional photographer, we do need to make sales.

No matter how hard you work, no one has to buy what you sell. It is up to your customer to decide when they see the photographs that you have taken. One way for photographers to give the customer the opportunity to purchase, is to put the images in an online gallery, and then invite their customers to buy.

This usually does not work very effectively, because it does not allow the customer to ask a lot of questions on the various products available, neither does it excite the customer as they cannot see the beauty of a hand crafted photography reproduced on quality paper.

You need a selling system that you can use to maximize your sales.

The selling system that I teach is a “soft sell” system that allows you to help the customer find out what they want, and then being able to give it to them, at a price that they are willing to pay. There is pressure, no force, just a gentle easy approach to helping the customer purchase photographs.

6

DEVELOP A CORE PRODUCT

Most businesses develop a core product. This is a product that eighty percent of their customers buy. Quite often the customer will buy the core product, and other separate products.

Examples of a core product for your photography could be a collage of photographs, printed on metallic paper, and mounted on art board, a boxed set of small prints, or a large canvas print.

Creating a core product in conjunction with a limited selection of different products, together with getting your pricing right, will insure that your business will live a long and successful life.

7 FOCUS ON YOUR BUSINESS

This may seem at first a bit obvious, but I what I mean is to focus on your business, and not your competitors business! There are more and more photographers opening businesses, it seems on every street corner. The market is pretty saturated. The industry is changing and evolving at a rapid rate.

Too many photographers it seems, direct a lot of their time comparing their photography, and their prices with other photographers. The only one that can control our business is ourselves. We need to focus our energy and our time on our business. Set our own prices, set our own goals, develop our own photography style, and then measure our results and then make any adjustments accordingly. Don't compare yourself to others. It is up to us to be the captain of our own business and change, adapt, improve and evolve at our pace. Are you really giving your business the best chance possible to succeed?

If we take our focus away from what everyone else is doing, and how they are doing it, we might have a lot more time to solve our own problems. We can't control the industry or technology or new photographers. But we can control our own businesses. Don't compare yourself to others. If you change anything like lift your prices, monitor the results and then make decisions based on the results. The key is to test and measure.

ANY SUCCESS STRATEGY BEGINS WITH ACTION!

"Imperfect action is better than perfect inaction." *Harry Truman*

SUCCESS IS WAITING FOR YOU

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SOLVING THE PROBLEMS

So what's the secret to growing your photography business despite the tough economy, and the challenges of working from home?

Any business whether large or small is mainly about solving day to day problems. Getting more customers, increasing sales, lowering overheads, staff relationships, and maximizing the efficiency of work spaces, are all focused on to improve profitability. A micro business that is operated from home by a single person, has the same issues to resolve. What you may need is a viable and long term business model.

You need to develop business systems which cost very little time, money and energy, together with sourcing help and guidance in integrating them into your business. In other words, a business model that puts money into your account regularly, year after year.

I have consulted with many photography businesses over many, many years, and have seen the effects of the pressure that it can have. I have seen marriages break down, uncontrolled debt, and legal proceedings, all happen with bad business practices.

Linda's Story

I am so excited! I love photography and two years ago I started a business from home. I just did portraits of children and did a "shoot and burn", offering a CD of images for \$175. After a little mindset change and going through a lot of learning curves, and after making some hard decisions, I am now charging closer to my real worth, and I am regularly selling nearly \$1000 per sale. I have also had quite a few sales even higher than that. What it took me so long to learn, was that **people will pay a lot more, than what you think you are worth**. I used to photograph a lot of sessions a week, and I thought that I was making good money. But the time and effort involved was just not worth it. I was just about to give my photography passion away, and go back to my previous job as an administration officer for the local council, when a close friend who was also a photographer, suggested I contact Bernie at The Australian School of Wedding Photography and see if he could help me. I didn't have much hope that anyone could help me, as I am no good at selling, so I could not see any way out of my situation as I only knew Shoot and Burn. I would show my customers their images on my computer and then give them the CD, and they would leave. I organized to have a free Skype session with Bernie. He asked me lots of questions, and then suggested that he could help me in the key areas that I was lacking.

One was that I needed to stop Shoot and Burn, and start selling wall portraits. Then to design a structured price list, and then to adopt a simple selling system. The structured price list was the most important thing. Once I had that, all I would have to do, was to adopt Bernie's unique, and easy selling system. I would show the customer the products that I have for sale, go through all of the prices, and sit back to let them make their own decisions. Simple really. But it worked!

Having an effective photography pricing strategy, combined with a simple selection of products to sell, resulted in less work and a lot more money. By the way, I understand if you're charging less than \$35 each for your Gift Prints (8x10 and smaller). Those were the prices that I had been charging. All I can say is that you are probably cheating yourself, because I know from my own experience that the customer is willing to pay heaps more than you think.

If you love what you do, and are passionate about your photography, sometimes you forget about the money. You take photographs because you love it. It could be the only thing that you have found that you are really good at. I just got so tired of working so hard and having no money in the bank.

I have spent the time, money, energy, and then even more of my time to take better photographs, so why was I giving it away? Yes it was scary at first trying to lift my self worth and lift those prices up. But when I did, my customers respected me more, and raved about their photographs. My advice would be to get rid of that nervous and devalued mentality, if you have it, and get help to develop a photography pricing plan and selling structure that will take you to developing a strong home business.

GET THE SUPPORT YOU NEED – DO IT FOR YOU AND YOUR FAMILY!

CALL BERNIE FOR A FREE CONSULTATION LIKE I DID. BETTER NOW THAN NEVER.

HOW WOULD YOU FEEL IF YOU COULD DOUBLE WHAT YOU ARE EARNING NOW?



Through the magic of SKYPE, I am talking “face to face” with photographers and helping them with all of their business needs.

We talk on a weekly or fortnightly basis. commitment of meeting on a regular basis, giving inspiration and motivation.

Using Skype means that I can show photographers solution to problems, as well as talk to them about their creation of more business, pricing, customer problems etc. There is also the

ASWPP SKYPE CONSULTING

Bernie has had over 40 years experience owning a successful wedding, portrait studio, that is still operating. He is a “down to earth” person who can relate to all areas of your wedding/portrait business. He has walked the path as a photographer, and knows the frustrations and day to day challenges.

ASWPP Skype Consulting includes “one on one” consultation by Skype, which is a “face to face” with Bernie, over a period of six months. FREE Memberships PLUS an added BONUS of 10% DISCOUNT off all ASWPP seminars or events.

Reduced rate for joining ASWPP Skype Consulting before the end of the month. The cost is less than a cup of coffee a day!

FREE TRIAL!

TRY ASWPP SKYPE CONSULTING MEETING

CALL Bernie on 0418509228 or email info@aswpp.com.au or Skype [bernie.griffiths](https://www.skype.com/en/contacts/bernie.griffiths)