



## Twelve marketing secrets of the most successful photographers

What follows might just be the most powerful and valuable combination of strategies and tactics ever developed for professional photographers. They focus not only on building revenues, but also on building the bottom line. For optimal revenue performance and rapid studio growth, adopt them ALL as quickly as possible. The most successful photographers already have.

1. They know what business they're really in – marketing photography services. Without marketing, they don't have customers or clients – and without customers or clients, they don't have a business.
2. They are proactive marketers. They spend 15 to 25 percent of their «non-shooting» time on marketing and selling.
3. They've developed a marketing system based on what has worked best for them in the past.
4. They market in good times as well as in slow times.
5. They focus their marketing on their most profitable services. They know which service is the most profitable and which requires the least amount of effort.
6. They are obsessed with making a profit on every transaction.
7. They go the extra mile to satisfy all of their customers and clients, to ensure their continued business and their referrals.
8. They consistently ask for referrals.
9. They form strategic partnerships with other businesses.
10. They keep in touch with all their customers and clients. They know the importance of constant contact and systematic follow-ups.
11. They strive to gain business knowledge: marketing and selling skills, management skills, and "people" skills. They also seek advice from experts who can help them solve their business problems.
12. They surround themselves with the best possible people.