

PPCO

PROFESSIONAL PHOTOGRAPHERS OF CENTRAL OHIO

SEPTEMBER 2009

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Our September Speakers

Julie Busch M. Photog., Cr., PPA Certified, CPP

Steve Busch M. Photog., PPA Certified, CPP

"Diversify Your Business! Running a Full Time Studio."

Steve Busch CPP, M. Photog. and Julie Busch, CPP, M. Photog, Cr will be sharing their ideas and experiences in how to survive today's economy and increased competition by offering your clients a variety of services. You will learn how they run a successful senior studio while also offering child's photography and family and wedding portrait services. They will share their camera and computer techniques that combine to attract seniors from a 3 state area. Steve and Julie will show you how you can increase your business and attract more clients by offering a variety of services and build lifelong relationships with your clients.



PPCO PRESIDENTS MESSAGE September 2009

Hello everyone,

I hope you all had a great summer. The summer picnic was a fun time. Thanks to Lisa & Doug for their hospitality.

After 30 years in business with most of them involving the PPCO, the time has finally come where I am now President, a time that I never thought would happen. Part of my success in the business of photography I attribute to being involved with the PPCO and to the former and current members that I've learned so much from as well as the speakers.

We've got a line up of speakers this year that you don't want to miss (check it out at <http://www.pcco.org/Schedule.html>) They were selected to cover a wide variety of topics to get you geared up with new ideas! A special thanks to Jim for keeping the website updated. We are lucky to have him.

One of our members noted on the forum that we have great talent among our members and would like to utilize that more often by having question and answer sessions on a regular basis among our group. At our monthly meetings, we have 2 hrs of social and networking time during our meal. This time can easily be used, and is used by many members, to ask questions, share photography, share ideas, and meet new members. That is what that time is for.

The majority of our membership enjoys a monthly speaker, just to get a different view, idea, concept or opinion from outside our group. We also like to see how other photographers are functioning, with similar circumstances, outside the Central Ohio area.

Most of our members, even if you're not familiar with them, or have not spoken to them at a meeting, have websites that can show you their ability. These websites are posted at PPCO.org. I'm sure any one of our members would be flattered to show off their site and be asked questions about what they do.








I know personally, this has happened many times to me and Heidi. Let me know if there are any questions you might have..... I'll do my best to get them answered.

This is going to be an interesting year in the photography industry. Let's muddle through it together, helping each other by sharing information, ideas and techniques to come out of it stronger personally and professionally.

I look forward to a great year.

Cheers,

Kerry Mechtly

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	Elected Board Member Tom Welsh tom@tomwelshphotography.com

<i>2009/2010 Calendar</i>
Sep. 14 Steve and Julie Busch "Seniors, Children, and running a Full Service Studio in a small market."
Oct. 12 Ellie Vayo "The State of Digital in the Senior Market"
Nov. 9 Danny Leary "The Complete Wedding Photographer"
Nov. 15 & 16 Fall Two Day Conference - Hilton - Easton
Dec. 14 Members Christmas Party - The home of Penney Adams
Jan. 18 Print Competition - Judges TBA
Feb. 8 Tom Walter "The Art of the Business of Photography"
Mar. 8 Round Table & Swap Shop Moderator: TBA
Mar. 10 - 15 Mid-East States Convention – Dayton OH
Apr. 13 TBA
May 11 TBA
BOARD ELECTIONS

Power of Peer Referrals

By: PPA

According to some marketing studies, people are ten times more likely to believe information that they hear firsthand than information they get from advertisements. Clearly, a referral from another photographer nearly guarantees you'll get that client's business.

"Over the years, I've received plenty of jobs from other photographers, many that have proved quite profitable," says Kevin Newsome, *M.Photog.Cr., CPP, API*, of Newsome's Studio of Photography. "I received one that turned into a \$500 - \$600 a month commercial assignment that lasted five years. That one referral made my car payment for all 60 months. I owe that photographer a ride!"

It's All about Trust

While referrals can be profitable, Newsome points out that without the trust of other photographers, you won't be getting any business thrown your way.

"As photographers, we have to be very careful who we refer business to. I've been stung more than once by referring someone I considered a quality photographer, only to find out they were a horrible business person, which generated ill will back at me from the client," he explains.

But once trust has been established, Newsome says that he is happy to refer business to up-standing members of his local, state, and national organizations.

Quid Pro Quo

Referrals generally operate on a two-way street, meaning that if you give work to a fellow professional photographer, you'll probably get work from them in the future.

"I don't pay for referrals, and I don't charge for them," Newsome says.

However, as commercial photographer David McCullough points out, sometimes partnering with a more experienced photographer and sharing the contract can help you land work. For a short time, he shared a studio with another photographer, Lou, who specialized in food and product images. This came in handy when he heard that Ronco (a food product company) was looking for a photographer.

"I only had about six test shots of food in my portfolio, along with headshots, images of horses, etc.," remembers McCullough. "Because my portfolio was obviously not strong enough to land the account, I made a deal with Lou: I would show my portfolio *and* Lou's portfolio, explaining that we would work together on the shoot."

He landed the job! During the first two shoots, McCullough set up most of the shots, loaded the 4x5 film, and clicked the shutter, but it was Lou's understanding and knowledge that made the shot look great. Afterwards, McCullough handled the rest of the shooting (with Lou stepping in every once in a while).

"Lou took the lion's share of the money; and I made about \$200 each shoot, which was fine with me," adds McCullough. "I ended up with Ronco as a steady client for about 15 years!" Remember to be proactive and offer referrals to those who have helped you in the past. This is how a referral network works the best.

Building a Referral Network

In order to receive referrals, it's important to make yourself known among other professional photographers.

- **Get involved with your state and local PPA affiliates;** it's a great way to build your network. Many affiliates have monthly meetings—a great chance to not only learn more about your craft, but also to network with other photographers who could one day offer you work.

Getting involved and raising your profile within your local PPA affiliate can only help your status in this industry. The more photographers you know, the more likely you are to receive a referral from them," Newsome explains.

- **Utilize PPA's [Find-A-Photographer](#) database or OurPPA Forums to improve your visibility to others on the web.** The database offers you an opportunity to create a personalized profile that can show off your expertise. In addition, PPA's [OurPPA Forums](#) can be a great networking resource (along with its educational value).

In fact, McCullough remembers getting work through the Find-a-Photographer database. About four years ago, he received a call from a photographer on the east coast. This photographer had a large aerospace company as a client, and that client needed several products shot in a Los Angeles office. However, the client did not want to fly their photographer out for such a small shoot and, for security reasons, the items could not leave the plant.

The client had tried to find a local photographer to shoot the product but had been very unhappy with the results. They asked their main photographer to see if he could find someone to handle the location shoot for them. He found McCullough through Find-a-Photographer.

"His first words were, 'You're not going to believe this, but...'" laughs McCullough. "I did the shoot directly for his client and have continued to shoot for them in California and Mexico ever since, including trips lasting from half a day to three days at a time."

- **Speak at photography workshops, seminars, and conferences.** Attendees of these events tend to remember the speakers who were especially inspiring or informative. If you're an expert in a certain area of the photographic business, speaking about it can definitely generate referrals.
- **Make the most of social media sites like LinkedIn, Facebook, and Twitter.** Many of these sites offer photography-specific groups where you can make yourself known through discussions. LinkedIn also offers the option of having recommendations from peers appear on your profile. If a photographer is familiar with your work, having them post a recommendation on your profile is a great way to promote yourself to future clients. Developing more "connections" on the site will also increase the audience that sees your recommendations.

Facebook also offers fan pages that can be used to draw attention to your work. Fan pages allow you to keep anyone who becomes a fan up to date on the current projects or events at your studio. Frequently updating your fan page will help you generate interest from other photographers and, possibly, create new leads.

- **Blog.** Using a blog to show your portfolio and write about topics that interest you will help other photographers understand your business, which could open up new referrals for you. WordPress and Blogspot both offer easily updateable blog platforms.

Increasing your contacts and broadening your visibility in these ways will help you build the trust that is necessary for referrals. And, as Newsome says, "Getting to know your peer group puts you in a better position to know who could handle the jobs you might need to refuse. Conversely, they're likely to know you photograph market lines that they don't. These are the seeds of a good referral network."

Darton Drake Seminar

Please let me know about your interest in attending this seminar. We are looking at having this at my studio on Monday, October 12th. I will host Darton Drake and I will provide lunch. He is asking for \$350.00 per person, which is significantly lower than most people's usual fee of \$400-500! There will be a maximum of 20 attendees, so get your reservation in early. If you haven't heard him speak before you are in for a treat. He is really inspiring and talented and I still use some of the stuff he taught at PPO a few years ago. He is willing to go out to supper with people at the end of the day. For a full description of his seminar check out the facebook listing below:

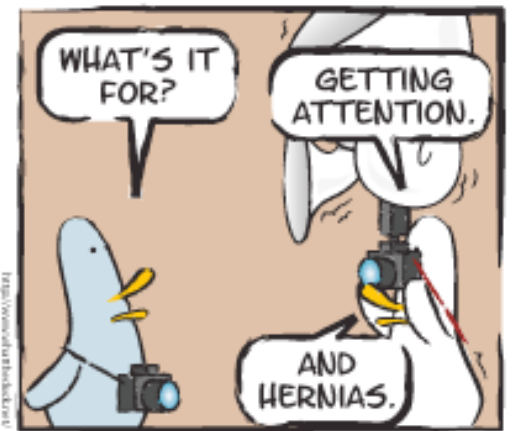
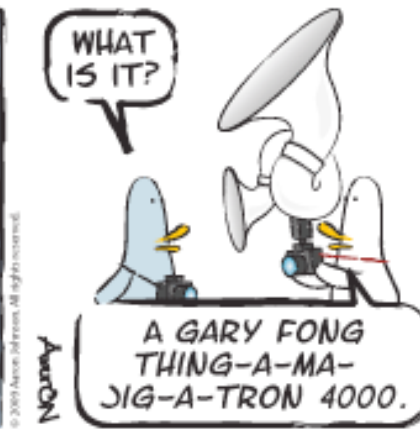
<http://www.facebook.com/home.php?ref=home#/event.php?eid=110345141652>

At my request he is also going to include some lighting information. Please let me know what you think of this great opportunity and your availability!

Thanks,

Penney Adams
740-927-9044

What The Duck



<http://www.whattheduck.net/>