



SHOW UP!

Recently I was asked to contribute to a blog post discussing what photographers can do to be successful in today's overly competitive market place .The question asked was: "How do you attract your targeted audience?"

My answer? "Simple. SHOW UP!" These two little words carry lots of power behind them. To me, 'Showing Up' involves a commitment that you have made to accept the responsibility for your success. Do you show up in your business? Check the following ways to "Show Up" and see how you are doing.

"Showing Up" is defining and refining your vision.

"Showing Up" demands you research your targeted audience. What are their needs, where do THEY look for photographers? How can you keep in touch via social media? Are your tribe on FB or Linked IN?

"Showing Up" looks like having a budget before you begin planning. You may not have all of the money for your yearly budget as you set the program, but you are committed to finding it!

Abraham Lincoln said: "Do not tell me why something cannot be done. Rather tell me what needs to be done and we will find the way" This was a dude who clearly "Showed Up!"

"Showing Up" is developing a SALES and marketing program.

Most photographers would be happy to pay for a page on a portal well before they would hit the pavement and show a portfolio. Portal placement, direct mail, websites and emails are all good MARKETING tools. Sending Pdfs to contacts BEFORE it is called in for an assignment, and better yet (as Granny Goldberg would say) going on portfolio in person visits, should a part of your SALES program.

The phrase "No one looks at books" is rubbish! Currently, my most successful clients are folks that constantly "Show UP" on in person visits.

"Showing Up" involves utilizing direct Mail AND Email. Web land is not some lofty, wonderful spot that contains lots of free information. It's a business tool. Decide what SPAM feels like to you. Check local laws and then consider incorporating this powerful opportunity into your marketing program. I have clients who use email very successfully.

"Showing Up" is having a web site that visually backs up your portfolio, is easy to navigate and has been designed and developed to work as a strong marketing and selling component in your program.

"Showing up" is making sure that there is a consistent design element, Color, feel, type etc.) used throughout the design of your portfolio, mailers, source book page, and web site. This is simply good design branding. It allows viewers to get the whole picture and more quickly identify your materials as they come across their desk or onto their computer screen.

"Showing up" is checking in every month with your marketing tasks, staying on program and checking your progress. It is being open to shifting your program when necessary.

"Showing up" is having the patience, learning the patience and gifting yourself with the patience to allow your program the time to build, develop and generate assignments (hold your breath: 2-4 years!)

"Showing up" is having endurance. Staying the course. Many photographers, too many photographers give up way before they take the shingle down. They stop generating new imagery. They stop showing their portfolio. They stop sending out mailers. They simply slow to a halt.

ENDURANCE is key. Why do some have endurance while others don't? Desire? Faith? Discipline? It is probably a bit of each. People with endurance succeed. They can't, not. They keep going, they perfect their vision, they develop more discipline, and their faith has reason to become solid. They succeed.

So how did you do? Do you "Show up" in your business? Regularly? Once in a while? Never? Have you worked on your vision? Do you have a program to follow? Do you have endurance?

Please remember when you ask clients to hire you, you are asking them to trust you. You are telling them I am reliable. I will "Show Up". And if you are not "showing up" in your business why would you ask them to trust that you will "Show up" in theirs?