



TRUTH AND ILLUSION

Many of my clients have described me as a confidant, their business strategist, marketing expert, their visual team player, and some even their therapist :)

Not surprising, as a part of my work is to help my clients distinguish between real concerns and illusions.

During the last 30+ years I've lectured over 100 times and at each event photographers are eager to have their questions answered and I often find that once again I'm helping them to distinguish which concerns are real and which are illusions.

Let me give you an example.

One of the biggest concerns that older photographers have is that *"these art directors are half my age and they don't want to work with me"*. Conversely, the complaint younger photographers have is: *"I'm too new. Nobody knows I'm even here. How will I ever get noticed when everyone already has a relationship with somebody else who's been shooting forever?"*

See where I'm going? While both these statements seem like very real concerns and I'm certain that behind the words is a photographer who is holding the energy of concern. The reality of what they believe is only a reality to them, and is not grounded in fact or in experience.

Clients hire the right photographer for the right assignment. If you have a the vision for the assignment and you are someone the client feels they can trust and work with, you've got a shot.

Attitude, trust and depth of work are the qualities that have everything to do with you getting hired and they have nothing to do with your age. They have

everything to do with you having a product to sell and a vibe that others choose to be around.

Let's look at the real reason why some older people and younger people might not be getting work.

If your attitude is old, (read negative and complaining) you believe that no one looks at emails so why send them and your work is visually dated or you don't believe that you need to create a body of work, and instead choose to show an assortment of photos, then you are not going to get calls for an assignment.

If you are so new that you don't have body of work that shows your specific visual approach to your chosen topic with at least 25 to 40 images, you think Facebook is a marketing plan and you believe no one sees anyone anymore, portfolio appointments went out with websites, and it doesn't matter as I don't have any money anyway for marketing...good luck getting hired.

In both cases these photographers have bought into an illusion as to why they can't succeed and then they created examples that are not based in fact to prove their point to themselves. From there on in they live inside of the examples they have created.

In doing so, they do a great disservice to themselves and to their businesses. They get stuck in the loop of illusion.

These are just a few of the tales that some photographers tell themselves every day.

What's the reality? Yes, some younger clients do end up working with a lot of younger photographers but many also have photographers whose work they love and can't wait to work with, when they have the right job. Younger clients are only one part of our industry, lots of seasoned veterans value experience, maturity and vision.

Yes, it is hard to break into the market. Younger photographers are bucking up against existing relationships and will have to work long and hard in order to establish relationships and build a viable business. That's what the photographers who are now working have already accomplished.

The reality, is that **photographers old and young who don't hold these illusions are doing the work and they are getting the appointments** to see clients and they are winning bids. I work with lots of them so I know this to be true.

You know that story that nobody shows portfolios anymore? My client Jake Armour saw over 200 people last year. That's not a typo, 200 people. He

just came back from a huge Delta assignment and he credits his entire marketing program for his incredibly successful year in 2016. (By the way Jake is not a young millennial)

When Jake chose to totally reposition his photography business two years ago he bought into the truth of what exists in our industry. He listened to buyers needs and image by image built a completely new portfolio based around his vision as it applies to portrait and portrait moments. He developed a multidimensional sales and marketing program and he worked it consistently. Jake didn't buy into illusions, he bought into the truth. And you can too.

Take an inventory. Invoke radical honesty and discover what illusions you are holding. Make a list of them, maybe it's one, maybe it's 10.

Be kind to yourself as you go to this process.

This is important work. Bringing your awareness to the misconceptions you hold is your next step toward success.

The area of your business where you hold illusion, that's the place to begin your work!

If you choose to have a partner along the way, I'd be honored to be of help. You know where to reach me, selina@selinamaitreya.com. Email me (no fee) and we'll set a time to talk.

It never serves us to live in lack.
Truth is abundance and it's time to discover yours.

While it is true that building a photography business today is tough, I don't believe for a second that it's tougher than it was when I started over 30 years ago. That's another illusion. I think it just looks different.

I see photographers young and old working hard every day and I see them succeeding. I'll hold that space for you!