



*"Of course, there will always be those who look only a technique, who ask "How" while others of a more curious nature will ask "Why". Personally, I have always preferred inspiration to information."  
- Man Ray*

## WHAT SUCCESSFUL PHOTOGRAPHY BUSINESSES HAVE IN COMMON

This year I celebrate 35 years as a consultant to photographers. I can't imagine a more interesting, curious, adventurous and kind group of people to work with.

One of the greatest gifts of being a consultant for this long, is that I have had much opportunity to witness the different aspects that I consistently see in successful photography businesses.

Talent is a given of course, but the commitment to continually develop a vision and build the body of work that today's buyers are requesting, is not at all common.

Clarity and intelligent pricing, excellent communication skills and a devotion to exceptional service are also traits photographers who succeed embody.



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Michael and Ann LoBiondo are clients of mine who exemplify these traits and more. The LoBiondo's have been servicing the industrial healthcare in business communities for many years. We got re-introduced when Jenna Close and I close presented our Power to The Photographer lecture tour last year.

When we began to work together Michael and Anne understood the importance of developing an edited and paginated body of work that represented Michael's vision and were eager to begin. After I completed that piece of work, we then went on to create a sales and marketing program that is now in its early stages.

The LoBiondo's who are well-known for excellent creative photography and superb customer service, now get to practice the other qualities that successful businesses need to employ, patience, consistency and trust. For as our marketing plan continues to grow their new contacts will need to hear from them regularly in order to have the opportunity to remember the LoBiondo's work when they need the type of work the LoBiondo's offer.

And you?

Where are you? What qualities of a successful business do you still need to employ?

Do you have a solid body of work that clearly shows clients what type of assignments to give you?

Do you bend over backwards for clients when needed, and appreciate the great clients who appreciate you??

Are you consistent with your social media, and Visual email efforts?

Are you able to be patient, allowing your sales and marketing efforts to deliver?

If you find that you don't have a body of work ready to sell, or perhaps you are lacking a multi-dimensional, solid marketing plan, reach out to me ([selina@selina-maitreya.com](mailto:selina@selina-maitreya.com)) and we'll set a time (no fee) to discuss your business, and I'll share how I might be of help to you.

Every business has an area where improvements can be made. Find the spots in your business where you need to make more effort and commit to doing that today!