

The Secret Guide To Photography Success

A Simple Way To Bring In Clients
For The Life Of Your Business



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Welcome to

The Secret Guide To Photography Success

A Simple Way To Bring In Clients For The Life Of Your Business

Chances are you are here because you either are ready to jump into photography as a way to make extra money, or you've been trying to build a business for some time, and are looking for the one tool that can help you achieve success.

Either way you are in the right place.

We know because we've been a professional photographer for 20 years now, and we wouldn't change the lifestyle that photography has given us for anything. A few days ago I was reading some statistics that startled me.

- One in five Americans is unemployed, underemployed or just plain out of work.
- One in nine families can't make the minimum payment on their credit cards.
- The economic crisis has wiped more than \$5 trillion from pensions and savings, has left family balance sheets upside down, and threatens to put ten million homeowners out on the street.



Wow. Several years ago I set my goal to help 1,000 photographers create a Six Figure Photography business.

And with the above statistics in place, I know that goal is more important than ever.

This is our free gift to you. In order to build a photography business, you have to start with one idea, run with it, build on it, and use it for the life of your business. We know this one idea is something that will benefit you for the life of your business. Use it. Apply it. And let us know how it changes your business, and your lifestyle.

Andrew and Lori

Hi and welcome to our report:

The Secret Guide To Photography Success A Simple Way To Bring In Clients For The Life Of Your Business

As a photographer, you can read a lot into that statement. This report could help you take better pictures. It could help you grow your business. Or it could help you sell more of your photographs. All of these skills are essential to becoming a successful photographer. But what I'm about to share is one strategy that I know can help you do all that and more. It can literally change the way you currently think of photography, and set you up as an expert in your field.

First I want to caution you on one thing. There's no magic formula for getting rich overnight. There are no secrets that can help you bring in thousands of clients by the end of the week. There is nothing I can do to make your business instantly successful, allowing you to quit your full time job this month, or to make up for a lost full time income in just a few days.

Anyone who promises you that is lying.

Building a business is an ongoing process that takes a little every day for the life of your business.

But there is one thing that you can start right now, that's very cost effective, and that has guaranteed results IF you start it and work at it for the life of your business. You may not see results tomorrow. Or one month from now. But use it wisely, and in just a matter of months (or sometimes weeks) you will see a tremendous boost to your business, and will help you grow into everything you've always dreamed.

I know because I use it. And I've been using it for the past 10 years. SO SUCCESSFULLY that its completely changed the way I do business today. It's called a blog—and even if you've heard of blogging, or even tried it in the past, I encourage you to read on as I share key strategies to help you use this effective tool.

So what is blogging?

How can a photographer use a blog to market his or her business?

It really is easier than you think.

Before we get into how to use a blog, let me spend just a few minutes defining a blog.

A blog is a web presence that allows you to easily add content on a regular basis.

Have you ever kept a journal? What made a journal so powerful is you added content to it on a daily basis. You fed it your thoughts, your goals, your dreams. It became a personal extension of you.



That's also the power of a blog.

With a backend account manager, you can add content on a regular basis. You're in charge. You're in control. You can decide when to add a story, upload a photo, or add a video. You don't have to rely on a web designer.

A blog is also a gold mine to your business.

Because you can add content—including your photographs—you can also connect with clients and prospects whenever and wherever you choose.

Let's think of a wedding photographer. On Saturday she photographs a wedding. If she didn't have access to her own website, she would have to wait for her designer to add photographs. But with her blog, she can easily do it herself.



This wedding photographer doesn't have one client – she has 40 this year. That means 40 times this year she can create a dynamic post all about her clients, and include a ton of photographs from each event. Imagine the content two years from now!



Along with those 40 weddings, she also photographs 25 engagement sessions, 50 family portraits, and 15 baby portraits. Just by blogging about her clients, she can create 130 posts filled with information showcasing her work.

And she heads out to several seminars where she's learning new skills. Why not promote those skills through a blog post? She's also working at several charity functions, and has a ton of tips ready to share with potential bridal clients.

As you can see, coming up with things to write about isn't the problem –

its trying to fit it all in!

All this sounds wonderful, right? It's easy talking about things that are occurring on a daily basis. But what is the true purpose?

Why does this mean so much to your business?

It all comes down to the content

Content is king in the online world. Content feeds the search engines, gives you power over others that don't have content, and helps convert prospects into customers.

When you head online, is it to see a brochure?

Or is it to find information.

If you find a site that truly answers your questions, provides you a ton of great resources, and gives you exactly what you're looking for, you've probably found a site that you're going to follow.



That's my purpose here – to show you how you can use a blog actively to market your business now and many years into the future.

At a very low cost to you.



7 Reasons A Photographer Needs To Have A Blog – Today!

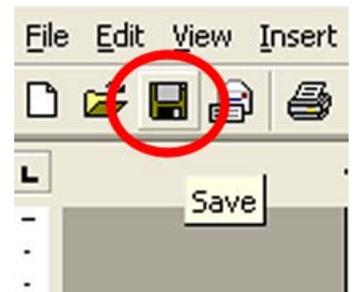
1. A blog is an incredibly easy way to share your information with your prospects and your clients

Unless you're familiar with HTML coding, chances are you have used a web designer to create your website. How difficult was it to find a designer that could meet your every need?

- Did they design exactly what you were looking for?
- Did it turn out the way you expected?
- Did you get it in a timely manner?
- Would your designer make changes on a regular basis?
- Did your designer disappear, never to be heard from again?

I've heard all these stories and more. Most designers out there don't design websites on a full time basis. Maybe they do it as a class project. Or they've dabbled in it and are doing a few sites for friends until they find a real job. Whatever the case, your designer may not be a true professional in designing websites.

All that has changed with a blog. Can you type a document in Word? If so, you can operate and control your very own blog.



You can type of content. You can add photographs. You can add video files. All with a few clicks of your mouse.

Oh, one thing. Instead of hitting your save button, you hit publish instead.

Then your content is live for the world to see.

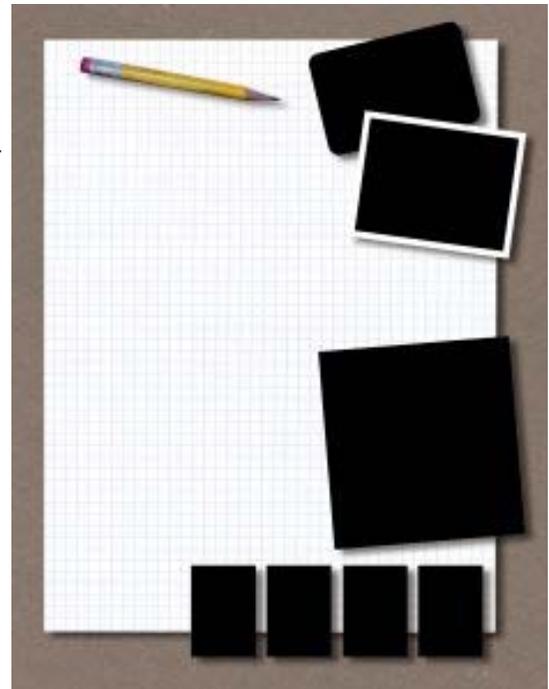
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Remember the last time you created a brochure? You probably spent a ton of time with your graphic designer coming up with the perfect layout. You agonized hours over what photos to include, what copy to use and how the entire presentation should lay out. Then after all that work, you shipped it off to your printer and waited several days to get a proof, and several more days to receive your final product.

Weren't you proud? They looked so good! And so you took your new brochures and started handing them out.

After a period of time something happened. You either ran out of brochures, or you changed your information and the brochures became obsolete. So the only way to continue to market your business was to create more brochures.



Compare this to a blog. When you add an entry to your blog, it will remain there indefinitely. If something becomes obsolete or no longer applicable, change it in an instant. And if you have something to say, blog about it and it will work for you for years.



So let's say this weekend, you have a wedding in Aspen Colorado. You head up for a four day weekend. The first day you spend enjoying the town and photographing the surrounding area just for fun. It's a blast photographing in a new town. (Maybe you even capture a few of the stars!)

On day two you head to the rehearsal dinner, and spend time photographing the family for 2 hours.

On day three, you spend 8 hours at the wedding, capturing everything from the brides and her bridesmaids in the hair salon, to the guests letting their hair down and dancing the night away.

On day four, you once again head out and enjoy photographing the beauty of Colorado.

Each day you create a blog post.

*By creating keyword rich titles
for your blog posts,*

*you're creating content
that will help you
attract customers*

forever!

Unlike a brochure, these blog posts are now at work for you until you decide to take them offline. So let's think about that for a minute. Three years from now, another prospective client may be planning a wedding, and may decide to search for a photographer in the Aspen, Colorado area. She goes online and types into the search engines, "wedding photographer for Aspen Colorado". Your blog post ranks well, and you show up very near the top. She heads to your website, looks at your work, scrolls through all of your blog posts, likes what you have to offer, and contacts you about doing her wedding. Even though you wrote this entry three years before, it's still actively working for you. And will continue to do so for years into the future. That is the power of blogging.

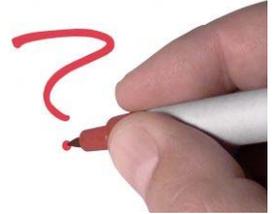
Wedding Photography From Aspen Colorado— Congratulations Brian and Jennifer

Let's look at this another way. Let's say every week you create five blog posts. And maybe you don't post every week – maybe just 50 weeks of the year. That is over 250 entries that you are creating and submitting into the blogosphere every single year. Hopefully you can see how quickly it adds up over time, and how much individualized content you can be sharing with your readers.

Now think about your current website. Chances are it's a simple design with just a few pages, and maybe a gallery of 25 of your best images.

Which do you think will impress a prospective client more?

That's the power of blogging



2. Blogging is the most affordable way to have a customized web presence - and you can take control of the content.

How much did your website cost you? I've spoken to some photographers that have literally spent thousands of dollars on a custom design. And in order to get that design, they've waited months while their designer put the final touches on every page.

I suppose if you have the time and money, that's fine. But from my perspective time is money. The quicker I can get my information out onto the web, the faster I can start reaching potential customers.

If you've done any research on blogs, you probably have found several of the free platforms that exist. Blogger.com is one. Wordpress.com is another. Both are very popular. And both present a life-threatening problem to your business.



They are free.

Yes, you do get what you pay for.

Imagine spending the time to build a blog. You add content, add your photographs, and build week after week. After a year, you have hundreds of posts, and have traffic coming in from a variety of sources. Your blog has been written up in a couple of magazines because of its popularity,

and you are regularly getting clients from your blog.

Then someone decides to go in and start spamming your comment section. They blast it with hundreds of comments, trying to capitalize on your success.

A free blogging system doesn't ask questions. They simply shut you down. Bye bye. Adios. No more blog. And there's nothing you can do about it because it's free, and it exists on their system.



You may be saying, "Yeah, but what are the chances?" Greater than you think. I've talked with many people personally who have had this happen to them. And let me tell you there was definitely a catch in their throats as they spoke of all the lost business they knew would take months to rebuild.

Now that I have your attention, let's talk about how to avoid this scenario.

Choose your domain name just like you would for your website.

Choose your hosting. You can find quality host companies that will host your blog for just a few dollars per month.

Then choose your Wordpress template. Wordpress.org has hundreds of different templates for you to choose from – many of them for free. Or do a search on Google. Or visit template sites and choose your favorite blog template. Blogs are semi-customizable, if you have knowledge and skills in coding.



Or if you want to concentrate on what you do best – photography – and leave the design work up to someone else, choose someone to help you put up your blog for you.

That's it! Blogs have an easy to use back end system that allows you to do it all. Create your posts. Put up your photographs. Even add video. It's all easy, and you'll be using it in no time.

That's the power of blogging

3. Add content, audio, video and photographs to your sites anytime, anyplace!

Let me tell you a story about when we started photographing weddings back in the 90s. If you were online back then, you probably remember most people – especially private homes – used dial up modems to connect to the Internet. The so-called designers and experts at that time said simpler is better – use only text, no photos or graphics because they take too long to load using a dial up modem. Needless to say they were always shocked when we told them we



had over 20,000 images on our site, and we were using our website to attract very high end wedding clients. Consistently they told us to take down those images and simplify. We would look at them and laugh – we were bringing in more business than we could handle – just through our website alone! Why would we take down the images when our clients were telling us that was what they wanted?

When a prospect found our site, they would tell us they spent 10, 15 hours just scrolling through all of the images. They loved what they saw. They would use the images as guidelines to create their own weddings. One bride printed a picture of a bride and brought it to her local dress shop – she

wanted that same dress! They connected with us because they could put themselves into our photographs, see themselves in the same images, and wind up booking with us because there was simply no one else doing what we did.

How did we compare to a studio that put up a simple website with a collection of their favorite images – maybe 25 or 30 images? There was no comparison. Our content blew our competition away.

Fast forward to today. Back then it took extensive coding to build pages for every client. We paid dearly for bandwidth. And we were still shooting with film, which meant we had to digitize all of our images! Not any more. Today you have it easy.

With your digital camera, you can easily take the images and upload them to your blog within minutes. Bring along a Flip Video (my favorite tool next to our cameras) and you can put quick video files onto your blog, showcasing your clients, and even how you work together.



And when you fill up your blog with images, you can quickly overwhelm your prospects with the power of your imagery. Imagine when they call in and get your voicemail, and hear if they visit your site they can view over 20,000 images! Or put that on your blog, or in your brochures. When people hear how many images they can view on your blog, they quickly go, "Wow!"

That's the power of blogging

4. Want to know the quickest way into Google? No, it's not SEO work. It's leveraging the power you create by blogging.

One of my biggest frustrations at the moment is Flash driven websites.

Photographers love them! I see them all the time.

In fact I'm seeing them so much anymore that they all are starting to look alike in many cases.

If you have one, or if you've been thinking of getting one, let me tell you a secret about Flash websites. Google can't read them. When Google finds one of these Flash sites, it simply sees it as one big graphic – no content whatsoever. So Google turns around and heads out to find something better.

Right now Google is receiving about 31 billion searches every single month. Yep, every month! Now I know that the majority of those 31 billion searches aren't for photography. Let's say you want just the tiniest sliver of those results – maybe 1,000 per month. How can Google rank you if you have nothing there for it to find?



Yet photographers continue to use them!

Now let's talk about how powerful a blog can be. Blogs are great because they are extremely search engine friendly. Everything about them makes it super easy for Google to find, and Google to rank. Which means you can benefit from being in the search engine results when someone is looking for a photographer.

Let's say you photograph a wedding in Aspen Colorado. So you create a blog post:

**Katie and Justin's Wedding Photography
at Hotel Jerome in Aspen Colorado**

You write about it. You put 100 photos in collage format. And you publish it to your blog.

You've just created a page dedicated to a very specific place.

Now imagine another bride gets online and is looking for her photographer. She starts typing in keywords to find a photographer.

"wedding photography in Aspen Colorado"

or

"Hotel Jerome wedding photographer in Aspen Colorado".

Hopefully you can see what your chances are of coming up high in the search engines. And if you photograph three events per year in the same location, and you use similar blog posts to talk about each of them, soon Google will give you top ranking because you have the most relevant content.



Can you see how blogging is going to really get you to the top very quickly?

I hope so because that's what this report is all about. I know the power of blogging because I see it every day. And now you know the "secret" as well.

That's the power of blogging

5. Blogging is your basis for connecting up with potential customers on social media sites.

So you have a basic five page website that describes your business that you put up months ago, and really don't have the time or money to start up a new one. Or maybe you're new to the business and have decided to forgo the website all together. Instead you've decided to set up a profile on

MySpace and Facebook, an account with Twitter, and try those free services for a while instead of spending time developing a new site. Without a lot of money in the bank, the free accounts are more attractive than investing in more online tools.

While the idea of getting clients through the free social sites is appealing, you still have to keep one thing in mind.

Free is free.

Yes, Twitter and Facebook are very powerful at the moment. But what you don't own, you can't control.

For me, blogging is your basic platform that can allow you to utilize social networking tools in a very effective way. Let me show you how.



What is your number one complaint of running a business? I'm willing to bet it's time. You're constantly running out of time to do things: production, meeting clients, putting together marketing campaigns, finding prospects, developing new ways to marketing your business, finding new potential business resources. And on and on.

Time is our number one resource. It's the resource we have to protect like no other. So I'm also willing to bet that when I talk about blogging, and spending time on social sites, the first thing you do is go into overwhelm mode. Where are you going to fit all of this writing and networking into your already busy schedule?

That's where blogs come into play. If you work with a blog, you can leverage your time into multiple locations, and literally have it start working for yourself in many ways.

So imagine being able to post a blog entry to your blog, and having it impact dozens and dozens of different online communities with no more work than clicking the Publish button on your blog.

Through the magic of your RSS feed, that is reality. RSS stands for really simple syndication. RSS gives you the power to update your published work in a standardized format, connecting up with any of the social sites in existence today.

So let's look at a quick example of how you can use your RSS feed to help automate your workflow.

On Facebook, we have a group specifically for our photographers - VirtualPhotographyStudio. Every time I post a new blog post to my VirtualPhotographyStudio blog, through the use of my RSS feed the post automatically enters into the newsfeed of our VirtualPhotographyStudio fan page on Facebook. Without having to visit Facebook, I can still stay in touch with our fans on Facebook, and update them on the newest piece of information we've posted in our blog.



And its not just Facebook that has that power. It's Twitter. It's LinkedIn. And any of the other social sites you frequent.

From there you can always head back to your favorite social accounts and post on your own timeframe. Adding more content is a definite must to succeed in the social world. But knowing you have at least one blog post entering your stream every day (providing you blog every day) really gives you a boost for automation. It's nice knowing if I am overwhelmed, one post can impact dozens of sites where I'm trying to gain an audience.

That's the power of blogging

6. Blogging allows you to build relationships with prospects, clients and referral sources, and reach out to become the expert in your field.

Imagine a stay-at-home mom who is out blogging herself. She's a mommy blogger – a blogger who writes about mommy issues - and she comes across your blog, loves your photographs of children, and signs up for your RSS feed. You post on a regular basis, several times a week. She checks back with your blog regularly, follows each of your unique portrait ideas, and loves your fresh ideas and content. Every week your name registers on her radar. Three months later she decides she wants a family portrait, calls and hires you based on one of your ideas.

In this case blogging works because you're advertising to her in a way that she can understand. She's already out there blogging. She's very comfortable in the online world. She sees what type of quality work you provide by watching your posts and seeing your images. You didn't give up and quit posting after a few short weeks, and she appreciates that you are constantly adding quality content. Enough so that it motivated her to come in for her own family portrait after a few short months



The same can happen for weddings, let's say a wedding coordinator is blogging and she also finds your site. She works in Los Angeles, and you are headquartered out of Atlanta, Georgia. A relationship between a wedding coordinator and a photographer was close to impossible even 20 years ago. But thanks to the Internet, nothing separates two businesses.

She follows this photographer on a very regular basis. She signs up for the RSS feed because she enjoys the photographer's work, and watches the new content every week. Six months later she calls you up and

recommends you to a client that is getting married in Florida, because she is sure you are a perfect fit. After several years you've done many weddings with this particular wedding coordinator, you've traveled to several great locations both in and out of the U.S., and have earned tens of thousands of dollars thanks to this one connection – all made via your blog and the Internet.

What happens with client building can also happen for business building. A travel photographer living in Portland, Oregon writes daily on her blog. When she's out traveling and working, she keeps up her blog with her laptop and mobile devices. She posts photographs regularly, and provides a wealth of tips to parents traveling with small children. A reporter at her local newspaper finds her blog, and decides to write an article on her for the weekend business section. The article appears on Sunday, and within the next several weeks, she's interviewed twelve more times for television stations, other newspapers, and magazines. She finds three additional jobs because of the PR established from this one connection, and has increased her "resume" tenfold.

It really is that easy. Not a lot of photographers have found success with blogging because they don't understand the secret. The secret involves two things:

- you need to build a blog with quality content,
- and you need to add it on a regular basis.

The rest will happen.

That's the power of blogging



7. Blogging is the best way to grow your business now, and years into the future.

Are you an average photographer?

- An average photographer puts up a website with around ten pages of content and twenty to thirty of their best photographs in a gallery.
- An average photographer builds a flash-driven website, which allows very little content to be fed into the search engines.
- An average photographer markets the same way they've always marketed, and is afraid to try new things.
- An average photographer is very busy with busy work, and doesn't spend time marketing online, trying new things to expand their resources.

If you've been an average photographer up until now, realize what you've been, and make the time to change and grow.

Take on blogging with a vested interest, and make it a part of your marketing plans now and well into the future.



Stop and ask yourself a question. What is your goal for your business? Will you be in business 5 years from now? How about 10 years from now? If so, blogging can help.

Blogging is so powerful because of the content you share, and the ability to connect with your prospects and clients.

A photographer who builds a ten page website and leaves it set for five years will never compare to a photographer that dedicates time to a blog, and blogs weekly. By adding just one blog post per week will give you 52 pages of content in one year, 260 pages of content in five years, and 520 pages of content in 10 years.

A photographer with a ten page website may have one page dedicated to services. He describes all of his photography services in bulk on the one page, hoping to gain the attention of the search engines. But a photographer with 52 pages of content per year can be very specific with every page. If she shoots a wedding, she can create a specific page for that wedding:

Katie and Justin's Wedding Photography at Hotel Jerome in Aspen Colorado

Her clients will love it because they can follow what she's doing, and see her work in detail week after week. And of course Google will love it because she's specific with every post she makes.

Remember, everyone has a limit to the number of clients you can take on every year. It may be 40 weddings per year. Or ten portrait sittings per week. Or four corporate parties per month. You aren't looking for hundreds or even thousands of clients – just enough to fill your schedule with what you demand.



The more specific you are in your blog posts, the more you'll attract those exact clients. Those prospects are out there looking for you – what are you doing to be there when they are looking?

The last thing you want is to look back five years from now and say I wish I had started it. Even if you take baby steps – one blog post per week – it's still a step in the right direction. Action now will build and help you become everything you've ever planned for. This is something you need to start right now. Make a commitment to yourself, and start taking action today.



Thanks for getting a copy of our free report, Want More Clients? I trust you've found it helpful in moving your business towards a profitable and successful future.

If you've read this book I trust you are ready to move your business into a new direction. Start by choosing any one of the ideas I shared with you, and put them into action. An idea is only as good as the action taken.

Get Started With A Blog

If you are reading this guide and you don't have a blog yet, you know have a better understanding of how blogs can work for you. Just having this knowledge puts you ahead of the majority of photographers in business today.

If you have the skills necessary to start up your blog using one of the platforms we discussed above, take your knowledge and put it into use.

If you don't understand the basics of setting up a blog, finding a hosting company, and working with html to get your blogging platform up and running, I welcome you to join

TheSocialGhost.com

We created TheSocialGhost.com specifically for photographers, wedding professionals, and other creative small business owners to understand the intricacies of using social networking to build your business.



**Advice For Beginners,
Those Building Up The Business of Photography,
And Those Wanting A Full Time Income From Your Photography**

If you are reading this guide and love the practical messages and ideas presented here, maybe its time for you to consider coaching.

Andrew and I created a program that walks you through the intricacies of building up a successful photography business. It's a private membership program designed for a special group of people who want to work with us and start making serious money with your photography.

The program is step by step with written classes, and audio and video training designed to guide you through all the questions you may be facing as you build up the business.

The program is based on our success as photographers, so its not a magical formula that can never be accomplished.

It covers core fundamentals, and expands well beyond the concepts you learned here in this free guide. The program will help you break through any questions you've had about truly taking your photography to the next level, and offers concrete methods to help you get there faster.



If you enjoyed this Want More Clients? Guide, then I know you will enjoy my full coaching membership program.

It's called Photography For Success, and dozens of students from all over the world have successfully worked their way through the program. If you would like further information, please see the registration page here ...

<http://youretraincome.com/>

Thank you so much for your time and attention, and we look forward to learning more about your business, and helping you achieve success with your photography dreams.

Lori Osterberg and Andrew Osterberg
Co-Founders of VirtualPhotographyStudio.com



Share it with a friend.

If you've enjoyed this resource, why not tell a friend or two about it too? Tweet about it. Share it on Facebook. Or put it on your blog. This may be something they'll be thanking you for many months into the future as they watch their own businesses grow.

