

# Making a living with the skill set of a press photographer





# One major piece of advice

If anyone tells you that there's only one way to do something in photography, don't listen to them because they're a

**FOOL!**

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# Two parts to this session

- A brief appraisal of the market as it stands
- Some quick tips on making the most of the market opportunities open to press trained photographers

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# Three facts about me

- I have been a working photographer since 1986
- I was made redundant from a staff job in 2008
- I now have a portfolio of different roles that all go together to pay my bills

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# Four assumptions we can make

- Newspapers are in serious decline
- Staff jobs on papers are going/gone
- Budgets for pictures are shrinking/gone
- Very few freelancers are going to be able to make a living solely from journalism

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## Five more things we need to know

- There are more images being used now than ever before
- User supplied content doesn't account for all of them
- There are more potential clients out there than ever before
- Our industry is now a freelance one
- Very few of us will be immune from having to sell ourselves and our services on a daily basis

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## Six things that you have going for you

- You already have contacts
- You already have transferable skills
- You are creative
- You are used to working alone
- You are used to working as part of a team
- You understand what generating ideas involves

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# Seven vital skills to learn or develop

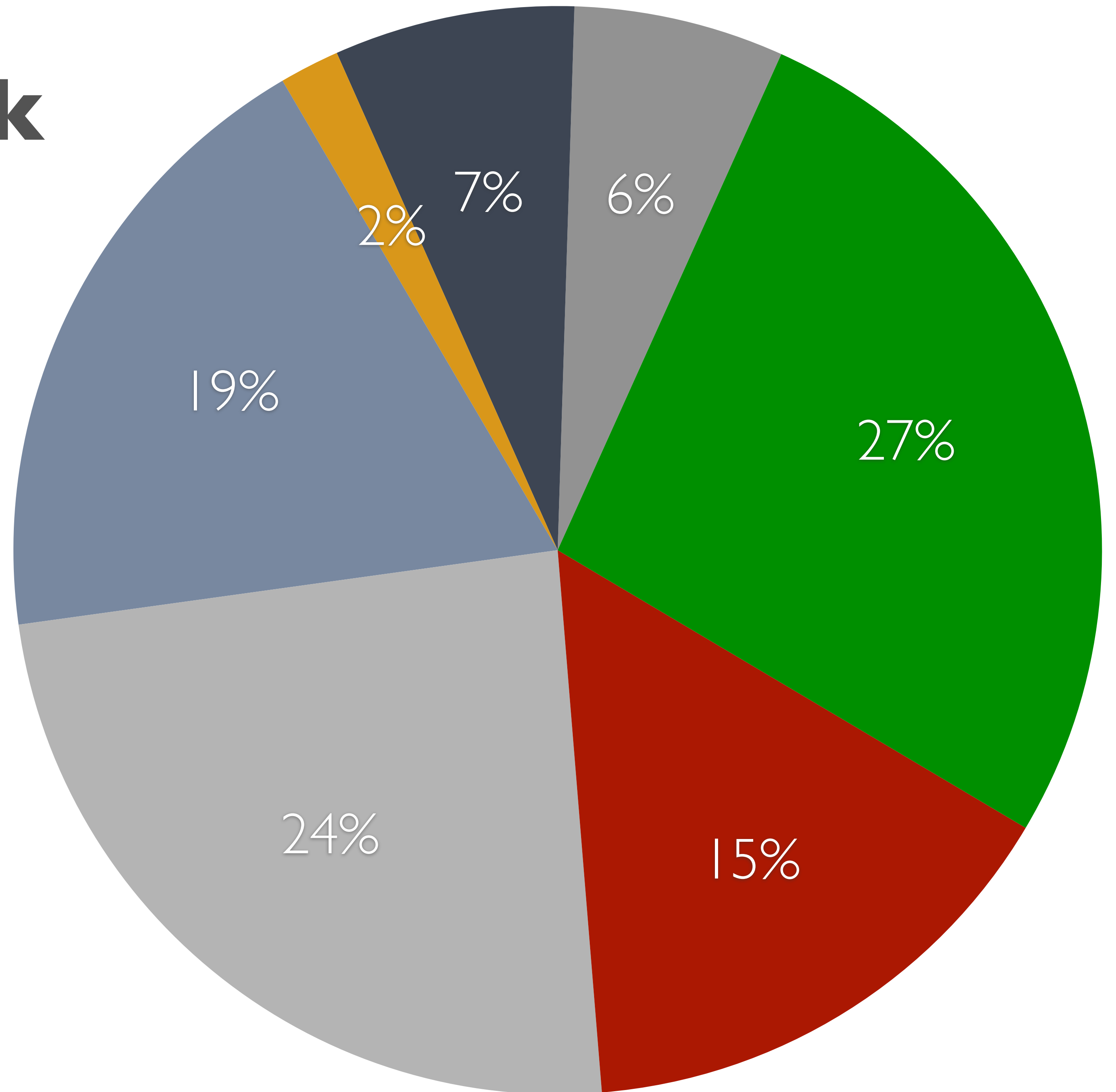
- Marketing yourself and your business
- Invoicing, bookkeeping and debt collection
- Image processing and colour management
- IPTC, metadata and archiving
- Picture distribution
- Sending live from the camera
- Video, sound recording and multimedia

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# Where My Work Comes From

- 27% Friends & family referrals
- 15% Photographer referrals
- 24% Sub-contract work
- 19% Former colleagues
- 2% Other
- 7% Cold calling & portfolio
- 6% Via the web



Based on 2015/2016 Financial Year by turnover

PRINT

WEB

VIDEO

SOCIAL MEDIA

OUTDOOR MEDIA

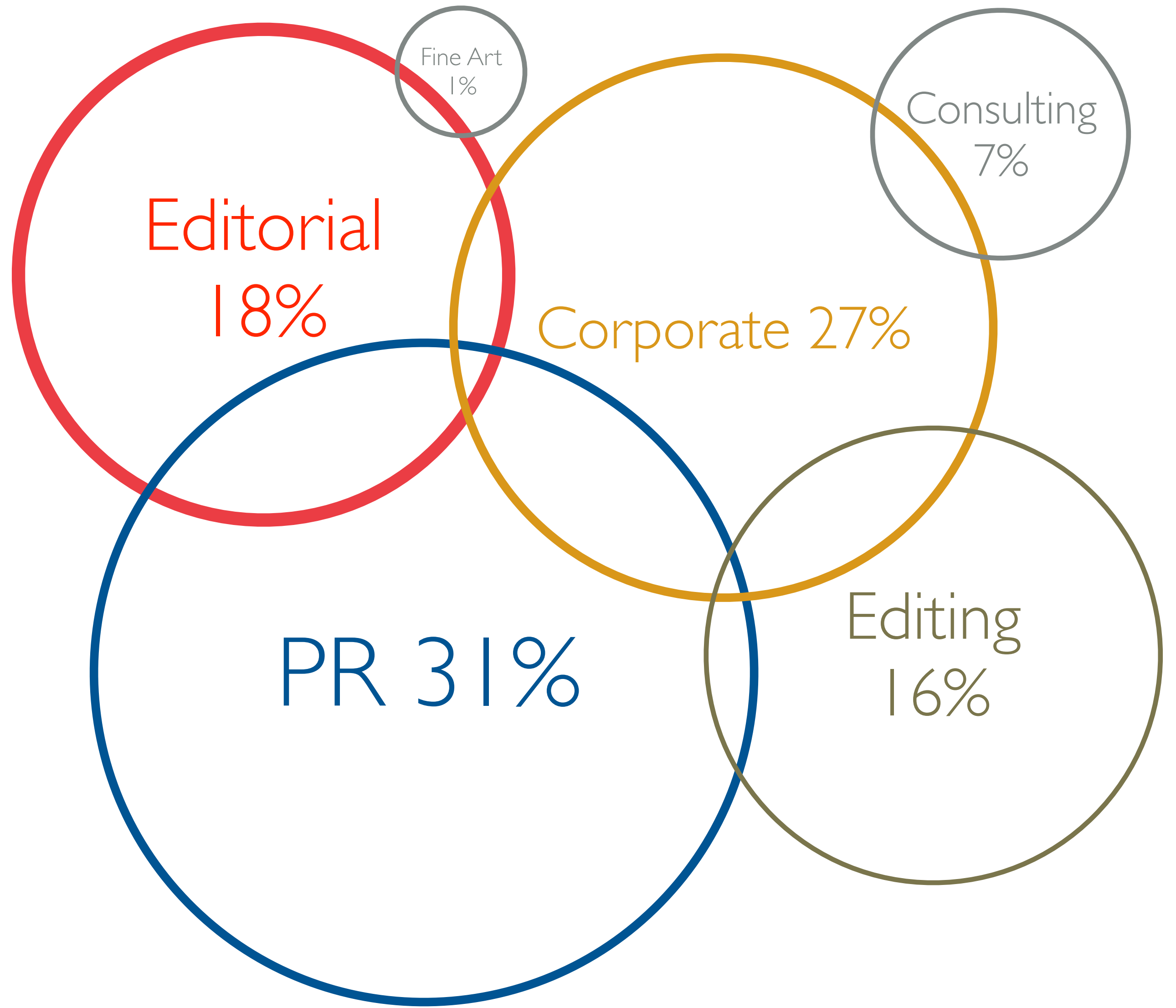
NOT YET INVENTED

Advertising  
0%

Families  
0%

Weddings  
0%

Real Estate  
0%



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# Quick Marketing Tips

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# One chance to make a first impression:

## Strong on-line presence ;

- well designed and easy to find website with a unique URL plus online directories

## Physical portfolio ;

- with your best work, well presented and properly targeted to the specific audience

## Quality business cards ;

- well printed, memorably designed and with correct information

## Positive social media presence ;

- keep it professional, keep it coming and never get personal

## Networking ;

- get out there and meet the right people at events



# Before you launch into the market place:

## Record Keeping ;

- what to keep and how long to keep it for

## Charging ;

- know when to set your own rates and when the market or the client dictates them

## Marketing ;

- how, when and where to sell yourself

## The Market Place ;

- who buys what and when they buy it

## The Rules ;

- know the law, codes of conduct and ethical behaviour



# Seven things to agree with clients:

- Copyright
- Licensing
- License extension options
- Delivery method and deadlines
- Invoicing and payment
- Limits of liability
- Dispute resolution



# Your 'foot through the door strategy':

- Knowing what they are paying and offer them 'the same' for less
- Giving them another option should the existing supplier make errors or become stale
- Offering a superior product for the same price
- Persuading them to buy something they have not bought before
- Convincing them that your product meets their needs with the benefit of better service
- Providing a premium brand that adds to the prestige of the customer



# The 'yes/no database':

- **Who** you approached and who you spoke to if different
- **When:** the time, day and date that you made the approach
- **What** kind of approach you made: telephone, email, post or anything including casual meetings at events
- **Why** it worked/didn't work - a realistic summary of what was offered and how it was received
- **Where** does your instinct or actual data tell you where to go with this relationship?