

photobiz[®]

MAGAZINE



Best of Blogs

This summer, I've been thinking a lot about time.
How we use it.
How fast it moves.
And how we never seem to have enough of it.

Time is one of the most precious resources that we have—and how we use that time can make all the difference in our happiness, our relationships, and our careers.

If you're like me, your schedule has a habit of getting out of hand.

Tasks I can't get done in a day spill into nights and weekends. That leaves less time to spend with family and friends (or even for sleeping!). Unfinished projects consume mental space, so even when I'm not WORKING, it can be hard to actually enjoy downtime.

But while you can't create more time... you can use the time you have more efficiently.

Smart technology can make work less labor intensive.

Boosting your income may mean you don't have to work so much.

And delegating tasks will free up time, allowing you the freedom to enjoy the parts of your work that you like the best.



In this edition, we've collected some of our best articles that show how you can get more done faster using by relying on your website, your tools, and your PhotoBiz team.

We hope you'll use these tips to streamline your business, so you'll have more time to do what you really want to do.

Thank you for choosing to spend your valuable time with us. We'll be back in a flash with another issue this fall!

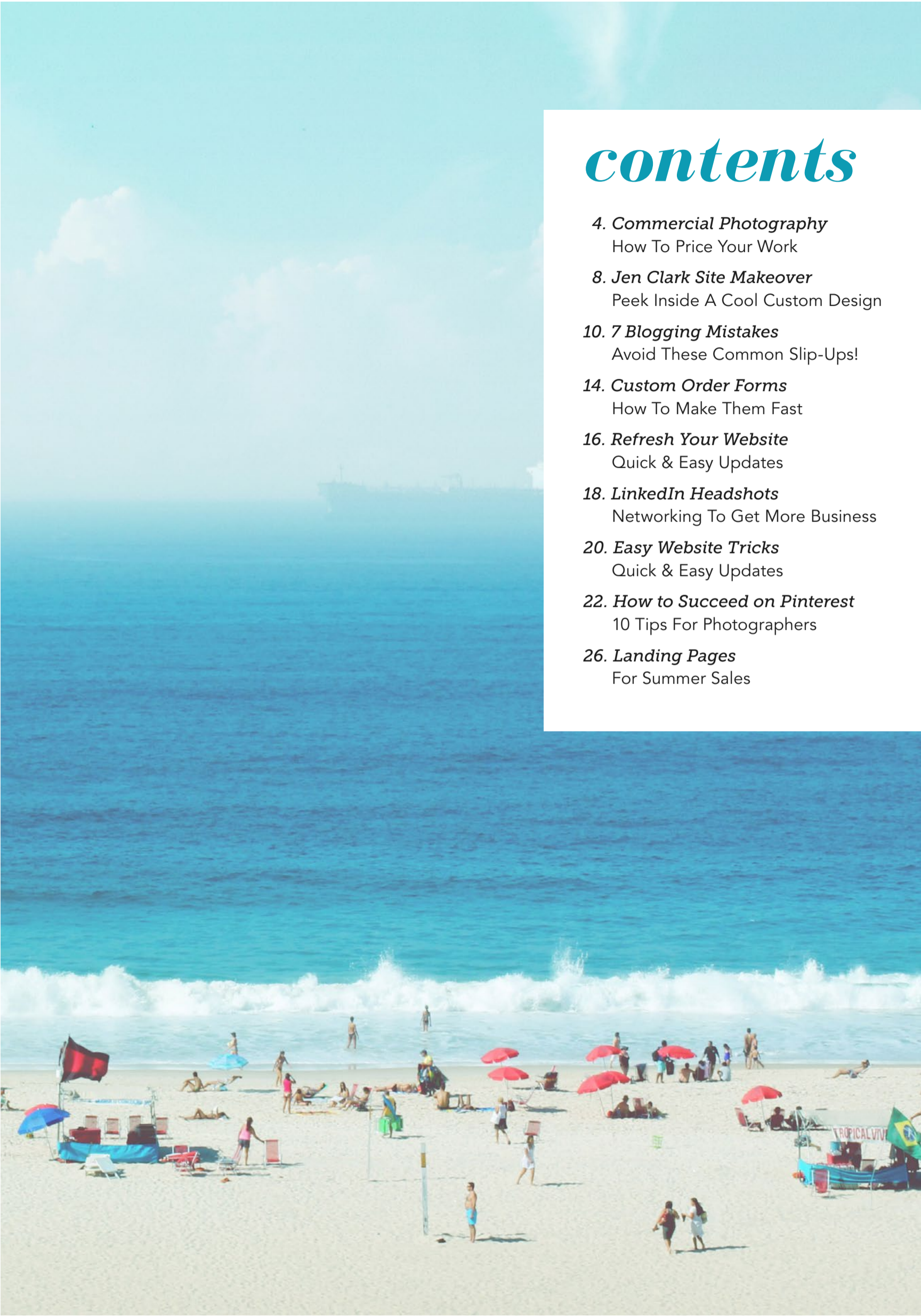
Cheers,

Holly

Holly at PhotoBiz
Marketing & Content Strategist
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COMMERCIAL PHOTOGRAPHY

How to Price Your Work

Written by HOLLY H.

Working out a pricing formula is key to making sure your business is stable and you end up being able to go home with a paycheck. But it's an area that everyone struggles with—at least initially.

First Mistake: Quoting A Flat Figure. Instead, Itemize Invoices.

Many photographers will figure their time and expenses and then quote a flat figure for the entire job. This is a bad idea for several reasons.

First, clients may balk at a large number with no explanation. And they may try to lowball you, unaware of the expenses you incur while shooting.

But when you **itemize your invoice** and explain that your fee covers equipment rental, an assistant, props, product styling, image licensing and more, you appear more professional and can demand a higher price for your services.

Itemizing also helps you understand what you should be charging so you're not losing money or paying out of pocket for necessary costs.



Breaking down your costs is your single best thing you can do to ensure that your commercial photography business remains profitable.

Now, the fun part—figuring out what to put on that invoice!

What Goes On An Invoice?

Three things, all itemized and clearly defined:

Your time, the equipment and tools you need, and an appropriate licensing agreement. These make up your **creative, production, and licensing costs**.

Creative Costs

Your creative cost is a calculated amount that covers all of the costs of doing business (like studio rental, electricity, insurance, etc.) in addition to your personal paycheck!

This has nothing to do with the quality of your images! It is simply the cost of hiring you as a photographer. (Don't worry, we'll help you figure this out in a minute.)

So many photographers don't separate these two concepts. They feel like they can't ask for the money they need to make to stay in business because they aren't famous or "awesome" enough. I'm here to tell you that **you. are. awesome. already.**

Don't be afraid to charge what you need.

Production Costs

These are simply the costs incurred to produce the photos you were hired to create. Production costs are extremely variable and will be different for each job you do.

One project may be very simple and won't require more than you and your gear. Another may need a team of 4 (who will need to be fed for a week). Some projects may require travel or equipment rental.

Use your experience and a little research to come up with accurate quotes for each item. It's not uncommon to mark up production costs a little to cover your research time, transportation of rented goods, and setup. You're not trying to make a profit off of these items. You're simply valuing your time and including a small buffer in case your estimate was too low.

Licensing Costs

When you create an image, you own the copyright to that image. When you give commercial images to a client, you are not selling them, they are in effect renting them. You own the images, they use them. Including a licensing arrangement ensures fair compensation for the images you create into the future.

Consider the case of the Nike swoosh. The designer of the iconic logo was paid \$35—flat. Nike was a young brand, the creator had no idea the company would be so successful. By not including a licensing arrangement, the creator had no legal claim to share in the enormous success of their own work.

How To Figure Out Your Creative Cost

Step 1. Determine Your Operating Cost

Start by adding up all of the costs that you incur just by being in business. Figure out your real operational cost just like your home budget. Include everything. Don't feel bad about it. This amount will be different for everyone.

Renting a studio in Miami is going to cost more than renting a studio in Asheville. Insurance varies by location, too. Same for electricity, travel, equipment maintenance, marketing... you get the picture.

The cost of doing business calculator by the NPPA (<https://nppa.org/calculator>) is an excellent resource tool to help you figure out your true operating cost.

Got your operating cost? Now let's talk about your income.

Step 2. Determine Your Required Income

Expenses are only half the story. You need to make a living, too!

Too many photographers sell themselves short because they feel guilty charging higher rates for their work. Remember: **You matter. You are worth it. You are a professional.** You deserve to make the salary you require.

If you haven't figured your necessary income by now, it's a great time to start. There are a ton of personal budgeting tools out there to help you break down your personal budget and salary goals. The NPPA calculator includes a section for you to input your target income, too.

Again, this number is deeply personal and depends on your individual budget, lifestyle, and expectations.

Step 3: Determine Your Billing Days

You're not shooting 24/7, 365 days a year.

When all is said and done, most professional photographers can spend less than 1/3 of their time actually shooting—some even less than 20%.

Think about all the time you spend paying bills, creating invoices, building quotes, answering phones, marketing, blogging... it's no small job. But they're necessary steps to building a healthy business.

Try to figure out a rough average of the time you spend **actively shooting**. Some months may be busier, others may be less busy depending on the seasonality of your industry and business. We're looking for an average of all your time in a year.

Step 4: Calculate Your Creative Cost

Let's assume I work an average of 5 days each week. There are also about 3 weeks total I'd like to have off each year for vacation and holidays.

This leaves me with about **240 working days** each year.

If I spend 1/3 of my time actually shooting, that means I will spend **80 days shooting** in a given year.

If I need to make \$100k to cover my operational cost and my personal income, I know that I'll need to bring in about \$1,200 a day.

\$1,200 is my daily rate.

Use this formula to determine your daily rate:

(Operational Cost + Income) / Shooting Days = Your Daily Rate

Using this model, I can make sure that my pricing covers not only the time I’m actively shooting, but also my “downtime” managing my business and getting new clients.

Again, this number has nothing to do with the quality of your work. It’s what you need to be charging—at a minimum—to stay in business.

Once you have your base rate, you can adjust as needed. As you gain popularity and business picks up, you can absolutely charge more.

Using Your Daily Rate To Price Partial Days/Hourly Rates

Not every job is going to last a full day, but knowing your base daily rate is helpful for figuring out more complex pricing models.

Let’s say you book a client for half a day. If your day rate is usually \$2000, should you charge \$1000?

It’s a better idea to charge a little more for partial days because there’s no guarantee you will be able to fill that extra time with another client. Plus, there may be travel time that eats into your workable hours. Instead of charging \$1000 for half a day, you might consider charging \$1500.

Same thing with mini-sessions or other kinds of hourly shoots. Divide your base rate by the number of sessions you can reasonably expect to book each day, and then mark up that price a little to cover empty slots, no-shows, and cancellations.

Example formula for determining mini-sessions:
(Daily Rate/Number of Sessions Per Day) x 1.5 = Session Cost

Using this model, I can still earn my daily rate even if I only fill 75% of those slots.

How To Determine Your Licensing Cost

The last piece of your pricing puzzle is your licensing cost, and it’s perhaps the most important part of all.

Without a license agreement in place, you can lose out on extra money that you are rightfully owed as the legal owner of your images. Licensing is also an ethical way to justify charging more for bigger clients without price-gouging.

Yup! Let’s think about this scenario:

- A local shoemaker wants 20 product photos.
- Nike *also* wants 20 product photos.

20 shoe photos are 20 shoe photos, no matter who you take them for. It takes the same amount of time and creativity to shoot for a large company as a small one.

But should you charge the same rate for both jobs?



No! Here’s why:

The images you produce for a large, multinational company have the potential to generate much more revenue than for a smaller company.

Mom & pop may only use your images in a few places: on a billboard, on fliers, or on their website. A megacorp may use those images internationally, in all their retail locations, on TV ads, in print, etc. They have a wider reach, they’ll be used more, and the company stands to make more money from your work. YOU deserve a portion of that difference.

A variable licensing fee will help you price fairly, for you and for the company. The key is determining exactly how companies will use your images and charging them accordingly.

Lifetime Agreement vs. Limited License

Some clients think they are buying the images, not renting them, that they can use the images forever for free. And you can absolutely offer a **lifetime agreement**. But most companies replace their imagery or retire products after a few years. A **limited license** term is often a better deal for clients.

Something like a 3-5 year limited license on shoe photos is smart, because they’ll probably retire those styles in a few years anyway and will need new photos for new product lines! (Your client also won’t have to pay for years and years of fees they don’t need.)

Once you and the client agree on the license term, you can work on pricing that license and laying out the terms of your agreement.

What’s Your Fair Cut?

Start by defining what the company will do with your images. Ask for specifics.

How long will they use your images? Will your images go on product packaging? How many boxes will they produce? How many magazine ads will feature your photo? What is their marketing spend?

Why do you need to know this?

A good rule of thumb is to base your licensing fee on what the company will spend on advertising & packaging using your image. Additionally, you need to know numbers because a **sliding scale usually** works best, rather than charging a flat percentage.

For example, If the tiny shoe shop uses your image on a billboard that costs \$1000, a 15% licensing fee of \$150 sounds reasonable. But if Nike uses your photo in \$500,000 worth of ads and packaging, that 15% rate amounts to \$75,000. That’s astronomically high!

For Nike’s huge budget, maybe a 1% license fee is more appropriate; which is around \$5,000. Apply that 1% to the billboard, however, and you get only \$30. Hardly worth it.

You will need to develop your own sliding scale for licensing fees to suit your different markets.

Example Of A Sliding Scale For Commercial Licensing:

\$1-1,000 15%
\$1,000-5,000 10%
\$5,000-50,000 05%
\$50,000-250,000 02%
\$250,000+ 01%

Licensing will also vary depending on who you’re shooting for.

Corporations will use your images differently than a magazine or a couple getting married would. Wedding photographers usually don’t have to worry about licensing fees at all, because the images are for personal use. If you focus on wedding photography instead of commercial, you’d probably stop at having the couple sign a model release agreement and not include an additional licensing cost.

The ASMP has a really great licensing guide for photographers on developing workable licenses that cover many kinds of photography, even a guide on how to draw up a license.

View it here:
<https://www.asmp.org/professional-development/licensing-guide/>

Putting All The Pieces Together: Building The Final Invoice

We worked out our production costs with a little research, creative costs with some basic budgeting techniques, and our licensing cost by evaluating the project requirements and how the client will use the images. Now it’s time to put it all together on an **itemized invoice**.

Here’s an example of the process from start to finish:

I have determined that my combined operating and salary requirements are \$100,000.

Shooting about 80 days a year, my daily rate is \$1,200.

A shoe manufacturer has contacted me to photograph their new collection. They have 20 styles and require 3 photographs for each.

I determine that I can reasonably produce the 60 images in 1 day with the help of an assistant. (Their daily rate is \$450.) We will also rent some props (\$200) and equipment (\$750) to complete the shoot.

The shoe company will use the product images in the following ways:

Magazine ads: \$3,000 total spend in one year
Packaging: 60,000 boxes costing \$5 each = \$300,000 total

My invoice may look like this:

<div>MARY Anderson PHOTOGRAPHY</div> <div>INV40951-2 Amount Due: \$5,950.00</div>	
BILLING INFORMATION	
Date:	07/15/2016
Name:	Holly H
Email:	hollyh@photobiz.com
Billing:	1234 Street Home Dr. Greensboro, NC 27408 US
Shipping:	NC US
SERVICES OR GOODS	
Creative Costs 60 Images delivered of 20 products: front, side and action shots	\$1,200.00
Production Costs Assistant: \$450 Equipment rental: \$750 Prop rental: \$200 Catering : \$50	\$1,450.00
Licensing Costs Media licensing, 1 magazine ad valued at \$3,000: \$300 Packaging, valued at \$300,000: \$3,000	\$3,300.00
	Subtotal: \$5,950.00
	Total: \$5,950.00
	Current Balance: \$5,950.00
	Amount to be Paid \$5,950.00 Due on Jul/15/16

Not bad for a day’s work!



JEN CLARK SITE MAKEOVER

Written by HOLLY H.

Pro photographer Jen Clark had a vision for her new senior and wedding photography website. She wanted to create a luxurious, ultra-modern site that would wow her clients and keep them coming back for more.

PhotoBiz Designer Ashley R. worked with Jen to create her new website that reflects the magazine-quality images she provides to her customers.

"I have had so many compliments on my site!" - Jen

Going For Gold (And Silver!)

Jen wanted to provide a **modern, high-end experience** for her clients with a stylized magazine look. She also wanted to add metallic textures and touches of silver and gold to give her website a luxurious feel.

But most importantly, Jen needed her site to function as an online destination where brides and seniors could book sessions, buy packages, and view and purchase images. (And of course, it had to look great on mobile phones!)

Our Solution...

Ashley designed an extremely custom solution for Jen that achieved the piece-y magazine look she wanted while remaining mobile responsive and easy to update.



"When you ask for crazy cool things, we're going to give you what you want. We'll find solutions to get you the look you want that's easy to maintain."
- Ashley R., PhotoBiz Designer

A Chunky Magazine Layout

Jen wanted to include lots of eye-catching textures, but she didn't want to overwhelm visitors. To keep the look clean but still "luke," Ashley layered patterns into the footer and feature boxes to create attractive focal centers that mimic a magazine layout.

There are personal touches everywhere, and each page has clever details and textures to make it unique. Jen loves all the extra embellishments on her site, which energize and enhance her brand.

"I have been very happy with the site. It is modern and updated! Ashley did a great job!" - Jen

Easy To Use & SEO-Friendly Design

Jen's design is very visual, so whenever she could, Ashley floated live text over pictures. This is a better solution for SEO and for mobile viewers.

Live text is also ideal for Jen, who can update her site as needed. For Ashley and for our clients, having a site that's easy to maintain and ranks well is a top priority.

All-In-One Ecommerce Solution

Jen's website had to work seamlessly for ecommerce—for both her and her clients. Not only should clients to be able to purchase packages and add-ons, registration had to be simple.

Jen's website includes a built-in database that manages all of her sales for her. Custom forms make booking sessions easy, and clients automatically get receipts, thank-yous, and information packets when they register. Because everything is kept in one place, Jen always has a handle on her sales and bookings.

Five Stars From Jen!

Would Jen recommend our design service to other photographers? Absolutely. It was easy, it was fast, and Jen got exactly what she wanted.

"I tried it on my own with several sites and there is no comparison for price, customer service, and design. I would definitely recommend PhotoBiz design services." - Jen

The relationship between Jen and her designer made the design process super simple. Ashley worked one-on-one with Jen to uncover her style, her goals, and all the special things she wanted her website to do. Then they began exchanging ideas until they found a look they loved.

"It is easy to update and the customer service is outstanding." - Jen

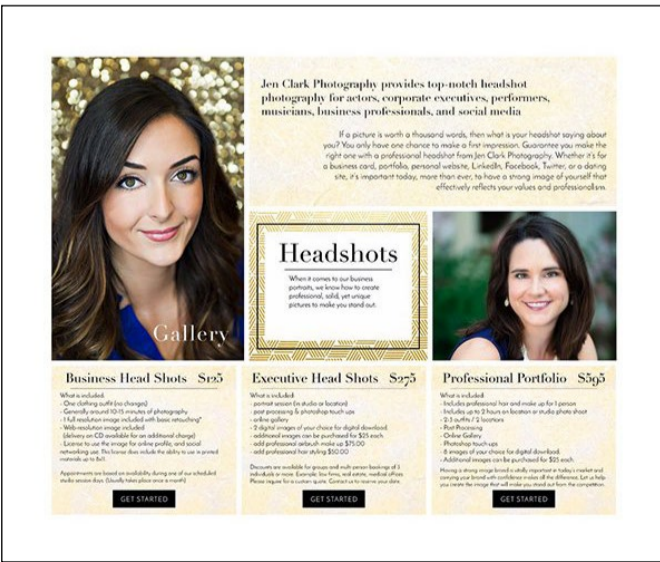
We Ask Ashley: What's It Like Working With 300+ Clients? "It's Never Boring!"

Ashley has built hundreds of websites that turn her clients' ideas into impressive realities. For Ashley, it's the variety that keeps her going strong. "I could be working on a shabby chic site one day, an ultra-modern site the next, and high fashion design the day after that! When I do so many different kinds of design, it helps me grow as a designer."

Having built so many different websites for photographers, Ashley knows the challenges they face when showcasing their work online.

"A lot of the time, photographers think they want to do it on their own. They're visual people and have a great eye for design... but when building a website, it's a completely different animal. It's getting the all the technical pieces and parts to work together so that it not only looks great, it functions well, too."

Check out Jen's finished site and Ashley's design at jenclarkphoto.com!





7 BLOGGING MISTAKES

Avoid These Common Slip-Ups!

Written by ALEX C.

Part of my job in consulting on SEO and Inbound Marketing is to generate ideas for, create, and evaluate blog articles. So I end up reading a lot of blogs.

A. Lot. Of blogs.

Because of how often I look at blog posts (which is a lot, in case I forgot to mention it), there are patterns I see that others don't; so much potential that's missed because of a couple minor mistakes. I want to share some of these with you so that you don't fall into these patterns.

Before I do, let's talk about what blogging is: **a mouthpiece for your business**. A blog should speak on behalf of your business with a specific goal (or goals) in mind. It could be to build a personality for your brand, educate the public on why your services are important, or even create dialogue on specific issues in the marketplace.

To execute this correctly, we need to be conscious of what we're putting out there to the public. This brings me to the first mistake:

1. Check Your Spelling and Grammar.

It seems basic, but this is the single most common mistake I see on a consistent basis. Nothing derails your message



worse than having an obvious spelling or grammar mistake. Especially if you're trying to situate yourself as an expert or thought leader in your field.

Speaking of being a thought leader in your industry: if you want to resonate with the public, potential clients and customers, **consistency is key**. Many businesses lack the manpower or time to create blogs daily or even weekly, but rest assured: if inbound marketing is important to your business, it is worth your time.

2. Update Your Blog Regularly.

It's no secret that blogging can help SEO and (if shared correctly) can create leads for your sales funnel. This only works, however, if you're consistently creating and sharing content. Plus, it doesn't look good if your most recent blog post came out 2 years ago, no matter how popular it was.

Which segues nicely into my next point; **why aren't you sharing your content?**

3. Share Your Posts.

Let me be very clear: blogs don't share themselves. Just because you wrote a blog article does not mean that your customers will automatically see it. When it comes to



content, you are your biggest cheerleader. Share that information to social media, to your email list—heck, by word of mouth if you have to. The more you share, the more users you get to your site. The more users you get to your site, the more likely it is that you'll land a lead.

Also, let's be honest here: even when you've shared the post, your job is not done. Users that read it may have questions. They may have feedback (not always positive). That's why it's incredibly important to...

4. Interact with Your Audience.

If someone takes the time to write a comment, like your post or share it, that means you piqued their curiosity. So much so that they decided to interact with your brand. Don't take this for granted!

Thanking someone for their kind words goes a long way and increases the probability that the same user will continue to read your content. Addressing a negative comment (especially if it's based on misinformation) can improve your brand's reputation by leaps and bounds. Adding to the conversation makes users feel like you're involved. This is important, since a blog can be the "personality" of your business. It is called social media after all.

The next issue I see far too often as well: You've spent all this time researching topical and timely content, writing, and sharing consistently at the right times; so why aren't you driving users deeper into your site?

5. Create Calls-to-Action to Achieve Your Goals.

This isn't just a quick sentence that says "check out more of my work/products", this is an actual declaration of why there is value in checking out samples of your work/products, or in contacting you to learn more. This requires using verbiage that entices a user and makes them want to explore more of your site or other relevant articles. The goal of a blog for business is generally to inform, persuade, and establish interest in your products or services. You're doing this more effectively if you're sending blog users to the site that you've optimized for their visit.

Oh, and by the way...

6. Make Accessing Relevant Content as Convenient as Possible.

A good call to action not only entices the user, it sends that user to relevant information quickly. Don't



just send users to your homepage and hope they can “figure it out.” Send them to a carefully optimized page that displays examples of the work/products that the blog article was based on and answers any questions they may have.

Finally, and potentially most importantly, remember: Knowledge is power. How does this relate to your blog strategy?

7. Know When & What To Post

The more information you have to work with, the better.

Having insights into relevant topical information boosts the probability of people interacting with and sharing your blog. Knowing the best times of the day or week to release your article and share it ensures that the most people see it.

Tracking the most/least popular features from blogs you’ve written ensures that you’re learning from your mistakes and making the best possible content for your audience. A lot of this can be figured out through trial and error, however, most social media outlets offer some form of analytics that you can utilize, and Google Analytics is always a great

(free!) tool to monitor the traffic coming into your site, and from where.

A good blogging strategy takes into account that you’re not only competing with other businesses, you’re also competing with a billion other distractions the common internet user is experiencing on a daily basis. Make sure that when you send content out into the big ocean that is the internet, you’re giving it the best possible opportunity to float and thrive!

Want our SEO team to review your site and see how it can perform better for your business? We will personally guide you through fine-tuning your website content and layout, crafting effective metadata, and building a blogging strategy that will get you more exposure online.





HOW TO CREATE CUSTOM ORDER FORMS

Written by HOLLY H.

Did you know you can create custom online order forms using our Form Builder?

It's easier than it looks! You can create order forms for just about anything (even photography packages) using our online form builder.

Check out the form above that I made for my bakery: Holly's Bakery!

Before I made this form, customers had to call in for orders. But that took a long time. And customers felt weird giving their credit card over the phone. Also sometimes the order got goofed up when they called in. (It's noisy in here!)

That was really embarrassing.

But now our busy bakers have more time to bake. Ordering is faster and more secure. There's no miscommunication. Plus, we always spell names correctly.

So how is it done? All it takes a little know-how.

Start By Planning Out Your Form

Before you get too far, really think about what you need your form to do—and in what order!

On my order form, I want my customer to choose their

cake flavor, size, and shape, have it calculate the total automatically, then let them pay all at once.

If you already have a paper order form, you should already have a good idea of what you need to include.

Things to think about:

- Can customers order more than one item?
- Are there add-on options that cost extra?
- Do some products have options that others don't?

Once you figure out these basics, you can start building!

The "Building Blocks"

Start with any template you like (don't worry, you can spruce it up later). Each design comes pre-filled with the basics already included, like Name, Phone Number, Email, etc.

From here, you can add options and choices using the standard blocks at the bottom of the builder. Arrange the fields to construct the specifics of your order form.

Add Options & Set Prices

Adding drop-downs, radio boxes and checkboxes will let customers customize their orders. Use them to select the sizes, flavors, colors, designs, and quantities of their custom order.

Dropdowns are good for long lists. Checkboxes allow multiple choices. And radio buttons display all options, but only allow one selection.

Setting up prices is also simple. When you're entering options, click "Advanced" and use the "additional fee" box to enter each item's price.

If you have limited quantities of items, you can set that up here, too.

How To Make Conditional Fields

Conditional fields are questions that only appear if certain conditions are met.

This is good, because long forms can confuse and intimidate buyers. Conditional fields keep your forms streamlined and tidy. You can even configure conditional fields to make more than one thing happen per click.

For example, all of the options for cupcakes are hidden until a customer clicks that they want CUPCAKES.

Making conditional fields like this is easy!

Hit "Advanced" and go to the answer you want to make conditional. Then you can pick all the fields you want to pop up when someone makes that choice.

It's like making a bunch of mini-forms in one :)

Here's a peek at what the form builder looks like from the back (cool, huh?):

How To Get Paid

Now that you've set up your forms, it's time to get paid! Add a payment block from the block bank at the bottom, so your customers can pay right on the form.

When you configure your payment block, you'll be able to enter a base price (if any), add tax, charge shipping, and even offer digital downloads!

Voila! Customers can now pay for their order directly on the form.

You'll get a copy of their order, and the customer gets a nice email confirmation sent immediately to their inbox.

More Tips!

- Remember to mark required fields. You don't want an order to come through with missing information!
- Your form doesn't have to be super complex. Just know that if you need to make a very custom order form, the system can handle it.
- If you think your form is too long, look for ways to use conditional fields to keep your form short.

We can also help you set up your custom order form! Just give us a call at 866-463-7620 and we'll be glad to help out.



REFRESH YOUR WEBSITE

Quick & Easy Updates

Written by HOLLY H.

You're busy! It's hot! There's work to do and vacations to take!

Updating your site is probably the last thing on your mind. But it's important! And it's better to get it over with now instead of waiting until you're REALLY busy.

So let's get to it! Here are 6 ways to keep your site looking cool this summer.

Try a New Template

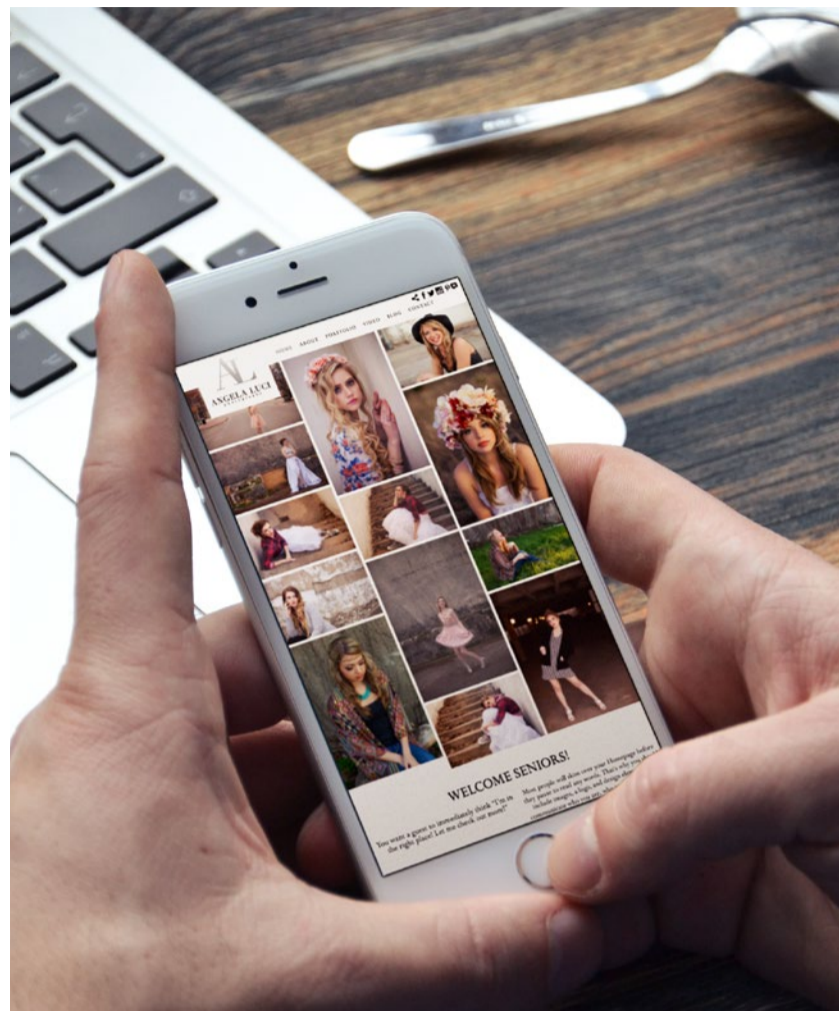
Want to try a new look? It's not hard. Changing your template takes a couple clicks, and it can reinvigorate your whole site.

We've come out with tons of free new templates recently—why not see what a new look could do for your site?

Freshen Up Your Images

It's hard to book summer sessions if you're showcasing winter shoots. Now is a good time to double check that your galleries and homepage show only your best and newest work!

Make sure your images are seasonally appropriate and



look current. It's a good idea to change up your imagery a couple times a year anyway to give return viewers new content.

Update Your About page

The About page is the second most viewed page on your site! Show it some extra love and give it a once-over.

Ask yourself: Does your personality come through? Is there a picture of you (or a stunning example of your work)? Do you invite customers to click through to book or to Contact you? Update as needed and...

Double Check Your Contact Page

Did you change your phone number or move to a new studio? Have your hours changed? Take a look at your contact page and make sure that all the correct information is there.

Even if you didn't change anything since last year, it's a good idea to read over your contact page and make sure all the information is listed correctly. You don't want to miss calls because of a typo!

Check Your Footer

Nothing says outdated like a 2015 copyright. If you have a footer, scan through and see if it needs updating.

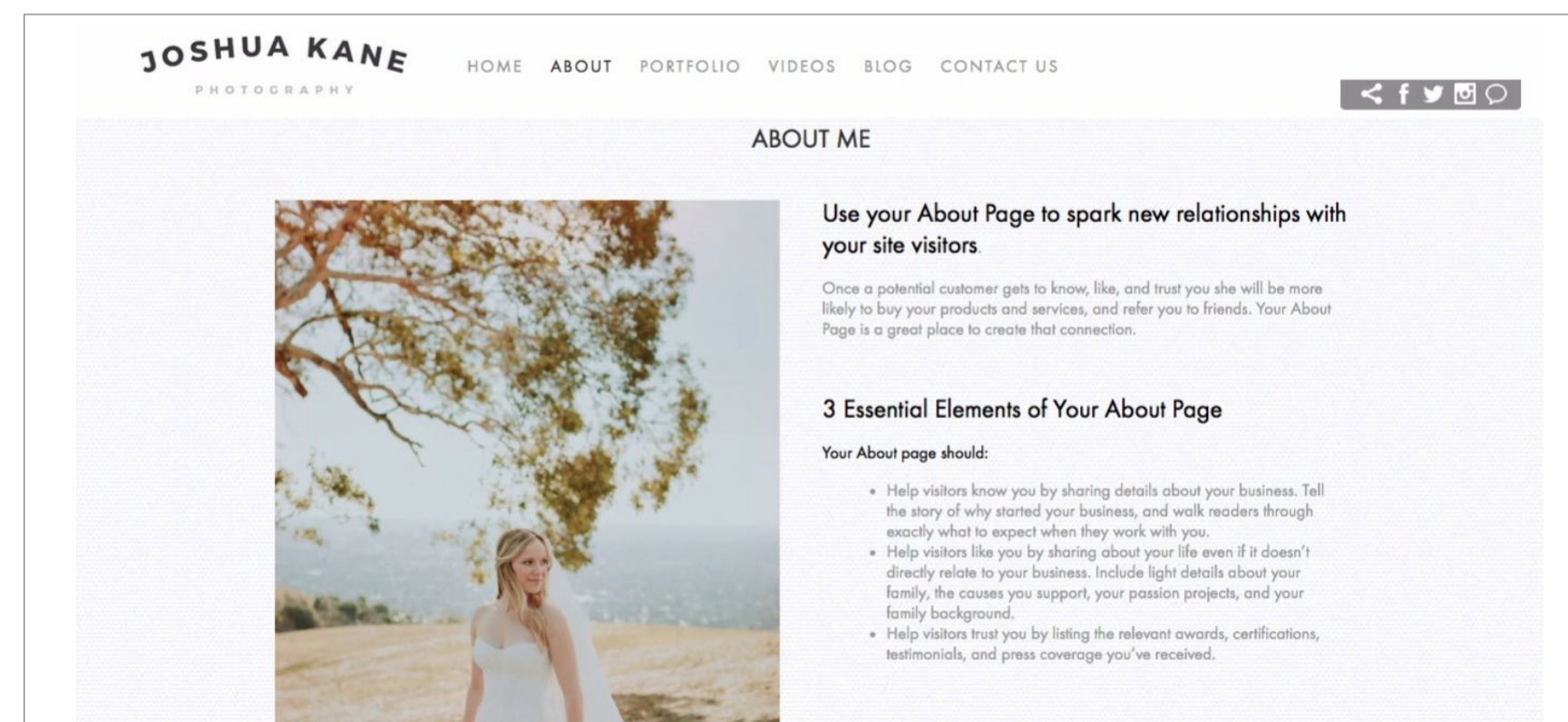
Optimize Your SEO Metadata

Is your site ranking as well as you'd like? Do you have steady traffic? A second look at your SEO metadata can make the difference between a good summer and GREAT one.

Your PhotoBiz site automatically generates SEO meta titles,

descriptions and keywords based on the content of each page. You can also write your own!

If you click on the "SEO" icon on each page (it looks like 3 "signal" bars), you can see your metadata that gets read by Google. If you feel it could use a tweak, choose CUSTOM to write your own!





LINKEDIN HEADSHOTS

Networking To Get More Business

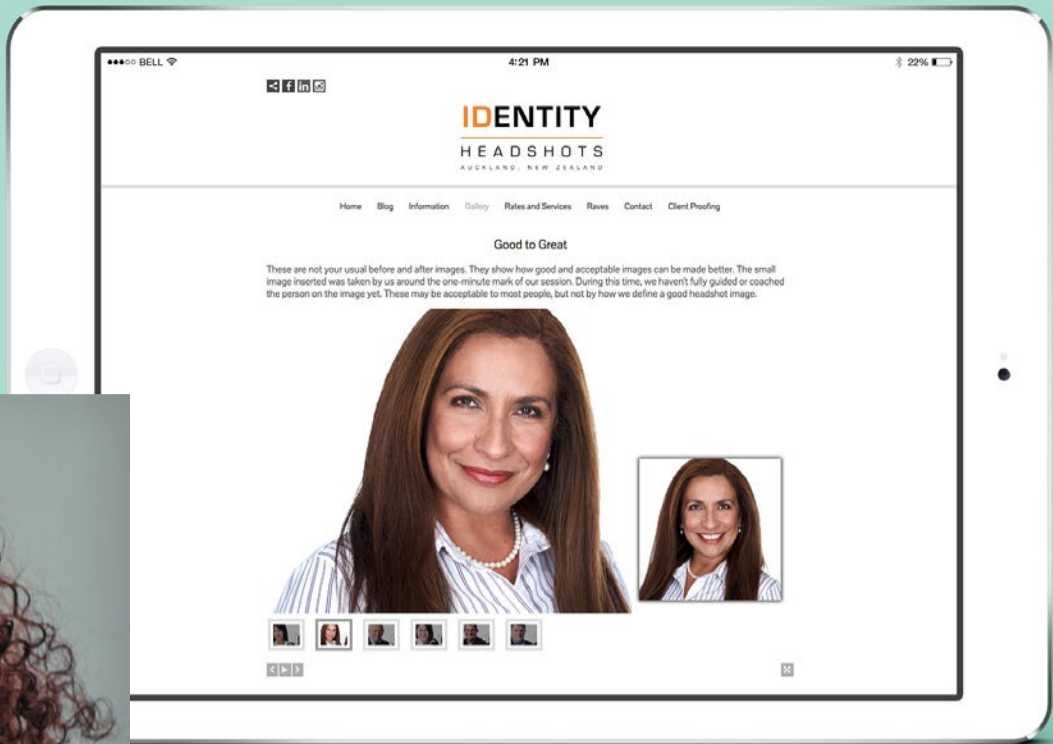
Written by BRENT C.

As a service provider and photographer, you have access to one of the most diverse networks out there. The individuals you photograph span every imaginable industry. Utilized the correct way, you can take advantage of each and every one by adding new connections to your vast network with each shoot.

LinkedIn translates to more headshot sales to you and betterment of your business in a few ways. Here's how to use LinkedIn effectively to increase your brand recognition and get connected to key decision makers.

Build Your Page to Impress Potential Clients

When you create a page on LinkedIn, you can post weekly updates or examples of headshots done in the past. This will keep your connections apprised of the work you're doing and in the forefront of their mind should their company be looking to hire a photographer. Don't overdo it, once a week or bi-weekly works great. The increased referral traffic to your website will certainly help your search performance and grow your base as well.



Expand Your Network to Reach New Business

Send a few invitations to connect each week to anybody you want but specifically, office managers, managers, and owners of professional service businesses in your area. Make it light: "Just reaching out to connect and grow my network. I'm a photographer in X area; please keep me in mind if you or anyone might be looking for new headshots." Maybe even check their website "employees section" to see if their headshots could use some updating—but don't say as much to them!

Network to Reach Key Decision Makers

Look for opportunities to land large shoots, and for the people who organize and pay for them. Most likely it will be an office manager, lead manager or even the owner depending on size of the company. These are not individuals who are browsing the web 9–5 or incessantly checking their cell phone social media. (Not productive ones at least...) I'll go one step further and say that most of the people you want to be talking to for corporate headshots are not following your current clientele on Facebook, Twitter, Instagram, or Snapchat. I'll wager they are connected on LinkedIn, though.

You can find just about anyone you want to find within a specific business through LinkedIn. You do not need a paid account, either, with features like Introductions and advanced search options available to all free accounts. When you send a message to a connection on LinkedIn, they do not need to be logged into the site to receive it or even to reply—it can all be done through their email. When you ask to get introduced to someone who is a second connection, the introduction comes to them from someone directly in their network and has the ability to add a personal note on top of yours.

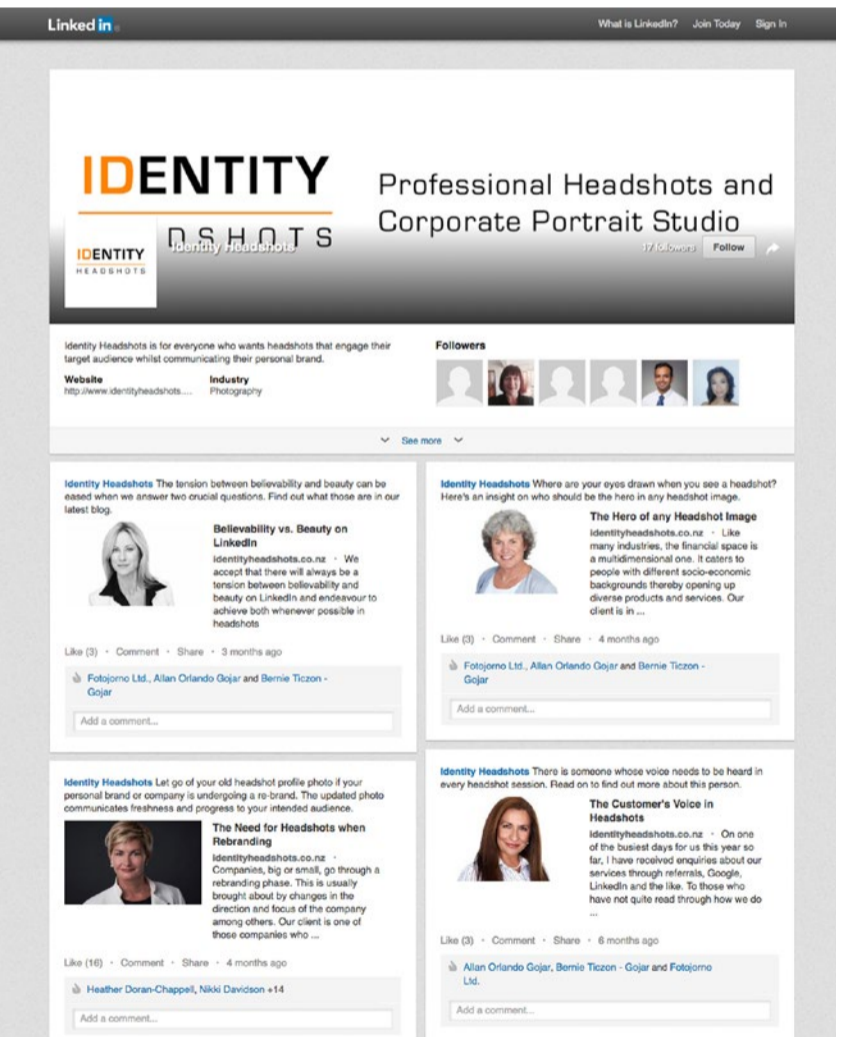
Users and networks on LinkedIn come with an inherent want to help out. You're not seeing daily or weekend personal updates. These are work & professional connections. When one reaches out for assistance—you'll want to help too. The beauty of this is you never know when or where you might need a hand professionally. And when you're known to your work network to help, they'll want to do the same. Don't just use it as tool to better yourself, help the next one down the line when they ask. (Just as long as it's not a prince of a foreign land wanting to bequeath you their fortune to avoid a tax!)

How To Win More Business With Effective Outreach

Write down business names you see after driving or Google law firms, CPA firms, heck—all of them. Then use the advanced search option in LinkedIn. Type in the company name or a keyword and zip code while checking all the relationship boxes (1st, 2nd, Group, Everyone else). This gives you a list of everyone in your direct plus expanded network who works there. If it's a manager and they are a first connection—send them the note. If it's a manager and they are a second connection—use the get introduced feature. You've now done some free marketing in the span of 5 minutes to direct decision makers in an entity. And because it's through LinkedIn, they get that message in their email inbox and might also be a little more willing to help coming from someone in their professional network.

I'll end with a personal example of how I've used it recently. A company was going out of business in Minnesota and a connection wanted to get in touch with the owner. I completed the steps above with the company name and found the owner. He was a second connection to me via a contact from 6 years ago. I sent my contact a note asking how he knew the owner and if I could get in touch for a business proposition. My connection works out in the same gym as said owner. He provided his cell and an introduction. I called, made the introduction and they were off to the races. Just like that, a business owner in Minnesota was connected to one in the Carolinas for direct negotiations due to a contact I made half a decade prior.

Powerful. Quick. Easy.



Editor's Note:

Special "Thank You!" to Identity Headshots from Auckland, New Zealand for providing images for this article.



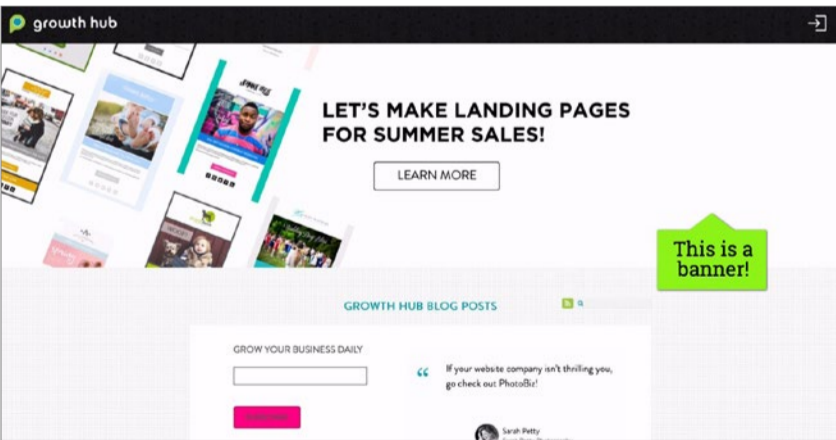
EASY WEBSITE TRICKS

Quick & Easy Updates

Written by JOHN K.

You want your website visitors to do more than just... visit. You want sales! Session bookings! Blog subscriptions! Anything that'll turn a browsing customer into a buying one.

But how do you get your website viewers to actually do what you want them to do? Sometimes putting a link in your menu isn't enough. You've got to get creative to land more leads and sales.



Use Banners

On the top of almost every page is room for a banner. Besides looking pretty, banners can also help you sell. How?

That's because a banner doesn't just have to be a pretty



picture. You can link your banner images to any page on the internet. More specifically, you can link them to any page **on your own website**.

You can make your banners **work harder** by making them look like "mini-advertisements" on your own site.

So what's the #1 thing you want a visitor to do when they land on your page? Go ahead and ask your visitors to **do that thing right now** with a huge, graphic banner. It's the first thing a visitor will see when they land on your page, and it will make it easy to buy, book, register, get the sale, read your blog, or subscribe for updates immediately without having to click around to find what they're looking for.

In your banner image, be sure to include a Call to Action and link to a page where they can complete that action. Calls to action are short and direct asks that let a customer know what they get from completing the action.

You can also use banners to collect a list of emails that you can remarket to later. Ask customers to sign-up for a contest and link them to a form. You'll capture all those emails and keep them safe online until you need them later.

Remember: you can put different banners on each page!



Example:

- "Sign Up For Weekly Deals"
- "Get 20% Off All Packages"
- "Book Your Session Now"

Use Image Blocks

You can link any image on your website. So why stop at banners? You can make extremely cool, eye-catching graphics (or groups of graphics!) on any page.

Take a look at the page above. All of those blocks are images, and they all link to different parts of the site. These links are way more interesting than a block of text, and they really let the visitor experience your brand.

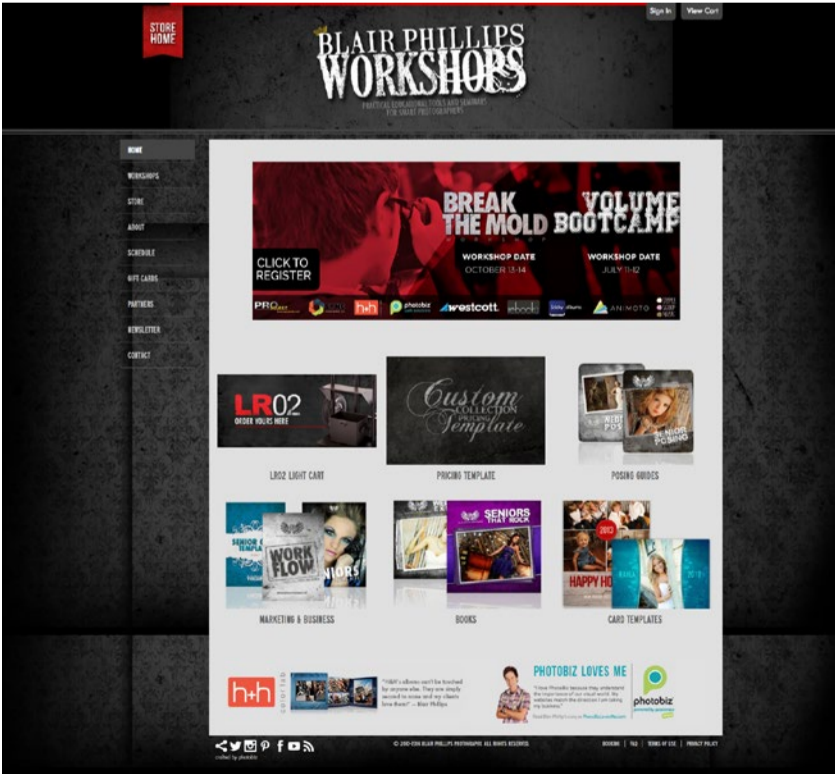
Link your image blocks to specific pages and products in your website that want to get more attention. Get creative with your style to really make some standout, attention-getting list items.

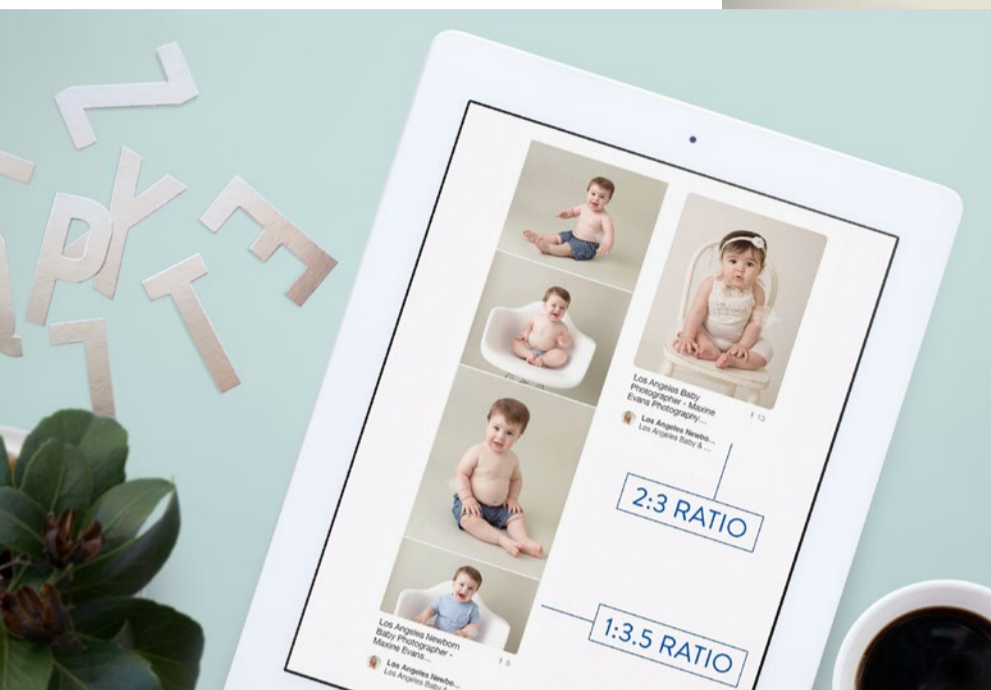
Let's Look at Some Examples

(Above) Melanie Anderson's whole front page on her education website is nothing but banners, callouts, and linked image blocks. It's really visual, really inspiring, and really tempting to click on everything to learn more.

(Below) Blair Phillips's website, too—his education and workshop site is packed with banners and actionable list items that naturally drive traffic to his best selling items.

Feeling inspired? Ready to draw more attention to your products, sessions, and sales? Whip up some banners or images and get high-visibility advertising right on your website.





HOW TO SUCCEED ON PINTEREST

Written by HOLLY H.

We talk about Facebook all the time, but Pinterest is definitely a channel that you should consider for generating leads and sales for your business. Especially for photographers.

Almost 1/3 of Americans use Pinterest; the majority of them female, educated and affluent. If this is your target market, Pinterest is definitely where you want to be. Pinterest is a visual medium, which is perfect for putting your work center stage and generating healthy clicks to your website.

How can you get more interaction on Pinterest? Use this guide to help draw in customers with pins optimized for engagement.

Pin On Pinterest, Not Your Website.

Creating pins directly on Pinterest (instead of just pinning from your blog or website) gives you finer control over your own content and how it's seen. This is true for a number of reasons.

One, you can post images more intelligently to get more interaction. Maybe you're selling makeup. But pinning plain boxes of eyeshadow isn't as appealing on Pinterest as beautiful shots of fully made-up eyes.

Showing a product in use is more effective than showing the product by itself. When you create pins with purpose to drive traffic, you can frame your product in a way that will reach your audience better and encourage more clicks to your website.

Another advantage is that you can **create images that are optimized for Pinterest**. Images that look good on horizontal websites are not necessarily ideal for Pinterest's vertical format. Taller images give you more space to create collages, "How-Tos" and richer, more valuable content that gets more engagement.

And last, you can **create evergreen pins** that will continue to pull in traffic no matter what changes happen on your site. If you pin an image from a proofing gallery, for example, it may eventually expire, leaving you with broken pins that don't help generate traffic. Same for limited-time products or seasonal landing pages. Pin on Pinterest (not your website) to control your links and finely direct your visitors to pages that perform.

Making The Perfect Pin:

Tall pins almost always perform better than horizontal ones. Think about the recipes, DIYs, and other pins you see that get a million views. They're usually long and skinny, often using a collage of images. Indeed, research shows that **tall, vertical pins** perform better than horizontal or square ones.

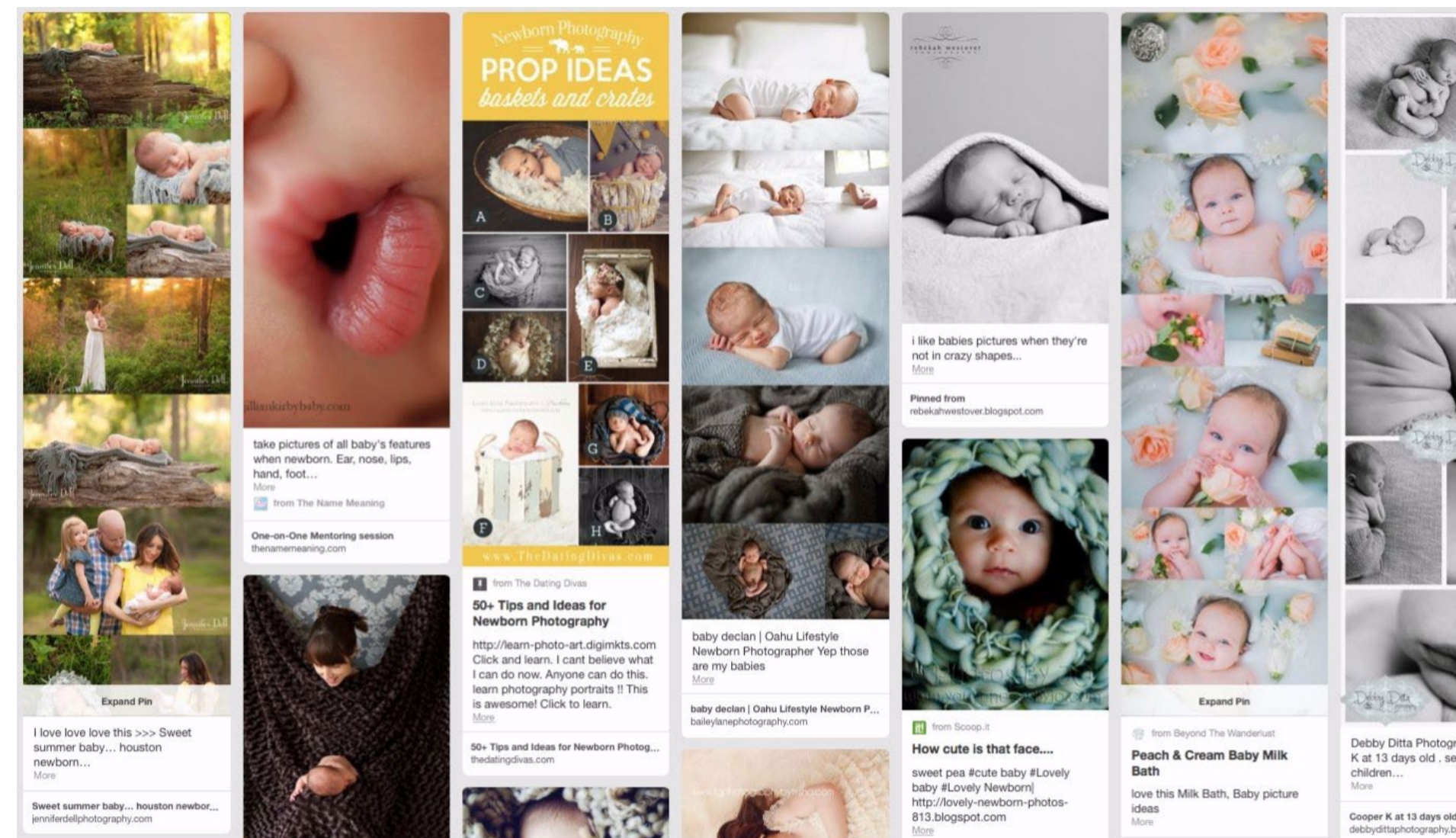
Pinned images should be at least 600 pixels wide, with an aspect ratio between 2:3 and 1:3.5.

Example 2:3 ratios:

- 600 x 900
- 735 x 1102

Example 1:3.5 ratios:

- 600 x 2100
- 735 x 2572



Take advantage of all this extra legroom! Vary your pins by mixing in collages and photo stacks along with single images.

Use Awesome, High-Resolution, Professional Photography

Well, of course. Pinterest is visual, so the most important part of your pin is ensuring it's gorgeous to look at.

People pin beautiful pins. Use your best photographs to stand out.

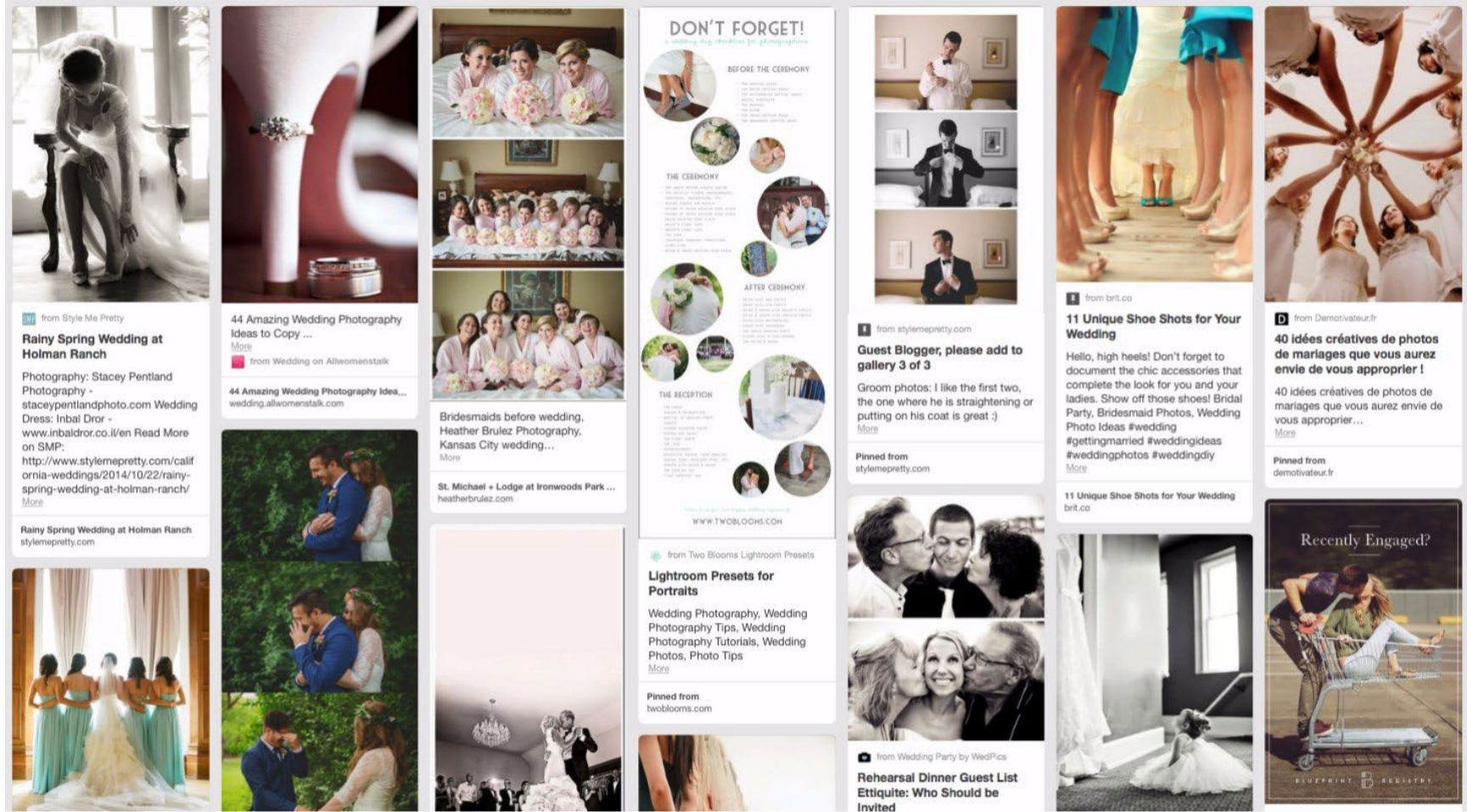
Use Minimal Text On Your Images That's Easy To Read

You can include a small of amount of text in your images to help tell your story—a few words for a title is just fine! But if you have a lot to say, it's better to save all the details for the description.

Optimize Your Descriptions

The Best Descriptions:

- Are short! Only about **75-100 characters**.
- Include relevant keywords. (But don't overstuff!)
- Don't use hashtags. Instead, focus on writing keyword-rich descriptions.
- Don't sell! Instead, encourage your reader to visit your website to see more.
- Use correct grammar and punctuation.



Brand Your Work, But Don't Overbrand

Some branding is good, but there's a big difference between using a tasteful logo in the corner and plastering a huge watermark over the entire image.

Let your work speak for itself and generate buzz—but always link back to your website to do the selling.

Remember To Link To Your Website or Product Page

Think about what your reader wants to see when they click that pin. Is it more work? A specific item? To read a blog?

Point visitors straight to targeted destinations instead of just dropping them on your homepage. It's better user experience and will help secure more sales and bookings.

Pin to Targeted Boards

Babies and boudoir don't mix. Make separate boards for your different areas of photography, products, or inspiration to target your different audiences.

Pin Often & At The Best Times

Frequent pinning helps you gain a following who can rely on you to post consistently great material. Try to pin (or repin) at least 5-30 times a day.

Experiment on when the best time to pin is to find your peak engagement window. Some find Saturday afternoons & evenings seem to do the best. Whatever your findings, pin around your peak engagement periods to get the most interaction.

Repin, Like, Comment & Follow Back!

One of the biggest mistakes is not interacting with your audience. Don't just wait around for people to lavish their attention on you—get involved by liking, commenting, and repinning great posts. And when someone follows you, follow them back! Don't be afraid to follow like-minded businesses, too. Build relationships through interaction.





LANDING PAGES FOR SUMMER SALES

Written by HOLLY H.

Today we’re going to build some landing pages that we can share on social media to build up buzz about sales, sessions, offers and more!.

Landing pages do triple duty to drive traffic to your site through social sharing, through email, and through organic search. That’s because when you create a landing page, it can be sent as an email marketing campaign, too! You’re doing two kinds of marketing at once.

Let’s get started!

Landing pages are created in the Marketing section of your control panel. Click on CAMPAIGN BUILDER and then NEW to get started on a new landing page.

Pick Your Template

To make marketing easy, we’ve created a bunch of templates you can choose from to start your campaign. Keep in mind that you can customize the words, images, and color palette of any design.

When you choose your template, the builder will load with placeholder content that you can easily edit.



Customize Your Page

Pop in your logo, change up the text, and add images to personalize your campaign.

You can use your own images or choose from our Free Stock Image Library, which includes a lot of ready-made banners that you can use for different kinds of landing pages. (Just search: “marketing” or “banners.”)

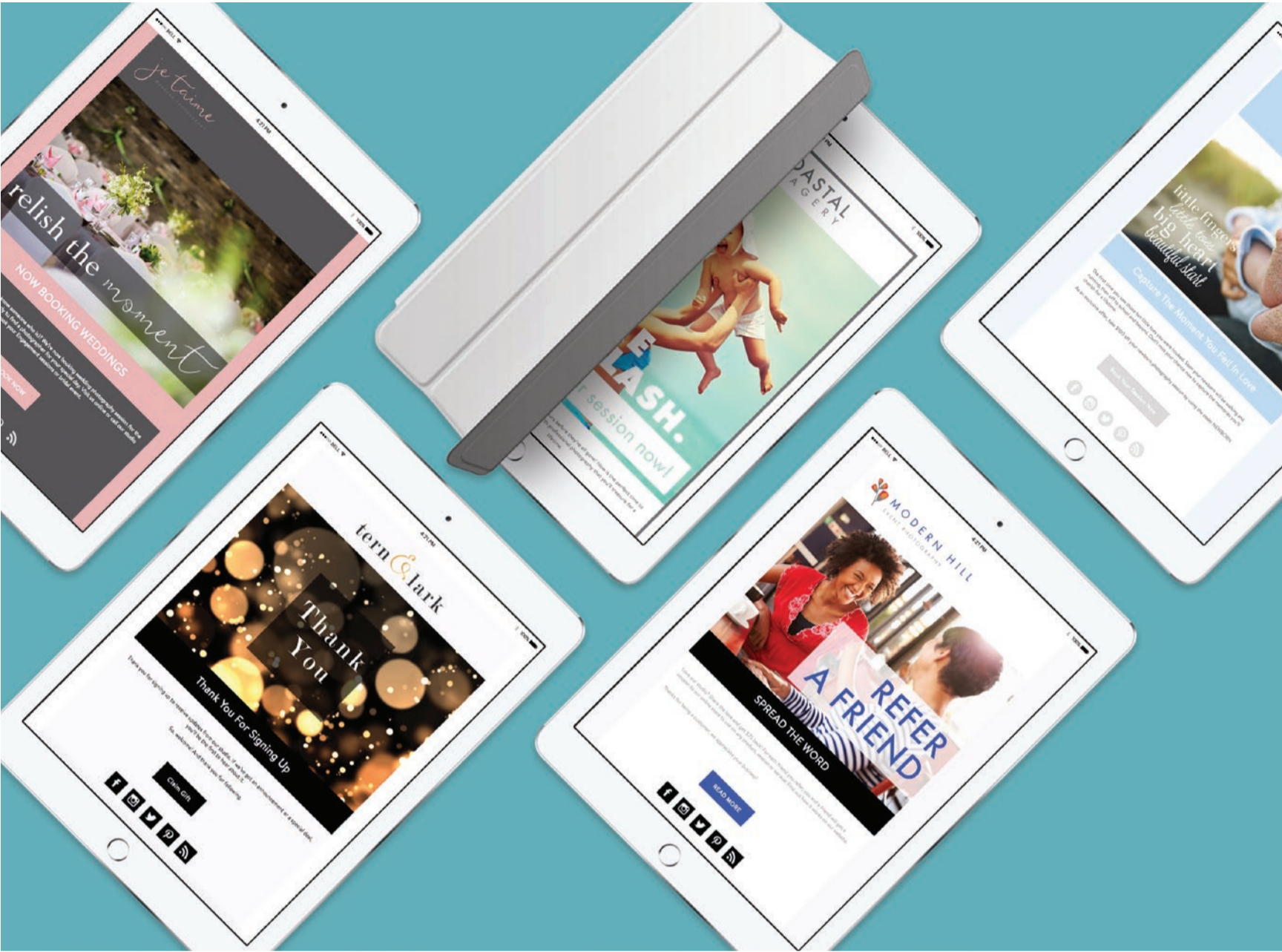
You can drag in new blocks and rearrange them until it includes all of the information that you want to include in your promotion.

Add A Button & Call To Action

Perhaps the most important part of your landing page is the Call To Action.

The secret to creating a great call to action is to clearly tell the reader **what you want them to do, and why they should do it.** (Bonus points if you include a sense of urgency!)

Pop in a button and ask your reader to go ahead and buy, book a session, register for your contest... or whatever it is that you want them to do! Use 6 or fewer words and link the button to the appropriate page where they can complete that action.



Link Up Your Social Media

Last, click on the social media block to set up your links. Link to everywhere people can find your business online—it’s never a bad time to get more followers!

If this is your first campaign, you’ll need to configure your social media accounts. Once you do, it’ll save for all your future campaigns.

Customize Your Colors & Styling

Now let’s make your campaign look a little more “you.”

Each template comes pre-styled with colors, borders, and button types that you can tweak to match your brand. If you click on the paintbrush icon, you can see all kinds of styling options to change the look of your landing page.

Border thickness, text and background colors, button and icon styles... you have a lot of flexibility to make your page look very unique, very quickly.

Name Your Campaign & Share Online!

Give your campaign a friendly URL. In your settings (the little gear icon), you can name your campaign anything you like. It will change the URL to match.

Now click SHARE to share your page to your social media accounts, publish on your blog, or email to your subscribers. (Remember, you get 100 free emails each month!)

Pat yourself on the back! You’ve just built a landing page for your summer sale that will help you land lots of new and repeat business.

Need help or inspiration in building your own campaign? We can help! Ring us up at 866.463.7620 and we can help you put together a cool campaign for your business.

photobiz® stories



JENN LEWIS
of **Jenn Lewis Photography**

Jenn's Story: Jenn loves bringing out the personality of high school seniors with custom Senior Experience sessions. Her standout portrait & headshot work has made her one of the area's most in-demand photographers, earning her a coveted spot shooting for a professional acting studio & talent agency. Jenn also teaches on how to run successful senior model programs & improve in-person sales techniques. One of her favorite things about the photography industry is building great relationships with photographers, vendors, and clients.



CRAIG LAMERE
of **Moz Studios**

Craig's Story: When he was 39, Craig bought his first camera — a Canon Rebel. “It was like buying a lottery ticket and winning the whole pot. Life Changer.” Since then, Craig has grown to be a top talent in his field; traveling, speaking, teaching, and (best of all) shooting gorgeous and often ethereal portraits. Did he do it alone? Heck no. Craig doesn't know the first thing about web design or SEO. So how did a startup photographer in Idaho come to be internationally recognized?



“

The team at PhotoBiz sets them apart from any other website company. They have the *best* customer service of any company I've worked with... ever, not just photography related.

”

– Jenn Lewis

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1-866-463-7620

Read more about Jenn & Craig at STORIES.PHOTOBIZ.COM



SARAH PETTY of **Sarah Petty Photography**

Sarah's Story: Sarah Petty is one of the most profitable children's photographers in the country. And it's no wonder. With a solid background in marketing, she grew her Springfield, IL studio around a boutique business model: to give her clients an incredible experience and heirloom-quality artwork. With her marketing background, Sarah knew she needed a killer website. But she didn't want to spend time hemming and hawing over the endless details that go into design — so she turned to PhotoBiz.



SHAWN LEE
of **Shawn Lee Studios**

Shawn's Story: Shawn Lee is a powerhouse. And when you meet him, you just get it. His passion and charisma can fill up a room & are obvious in everything he does. His inspiration and drive helped him become one of the most accomplished and recognized photographers and “do-ers” in the country today. In 2007, Shawn came to Photobiz looking for a new website and logo... and never looked back.



“

The PhotoBiz team has made all the difference in my business. I constantly get compliments, and my SEO traffic has gone up considerably.

”

– Zara Ashby

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Read more about Sarah & Shawn at STORIES.PHOTOBIZ.COM

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