

Connecting the World to your Work

Why?

- Why not?
- Because the world is connected. they call it viral marketing. Because it catches. And it sticks.
- What are you really doing with your photos outside of competition?
- THE MOST IMPORTANT WHY: if you have any desire to be a photographer for hire, effective marketing means branding yourself. And putting yourself out there.
Your brand is your name, your business name - whatever. But it should be on everything. Business cards, backs of prints, facebook, twitter, AIM instant messenger, website, blogs, everywhere.

When?

- Yesterday. Because the time is now.

Where?

- On the world wide web, galleries, for clients.

What?

- Blogs, facebook, websites, photo sharing, slideshows, twitter

How?

About Blogging

Why?

- Because everyone has something to say, so say it.
- Because you're a good photographer and you should share your work.
- Because a community and a network are important for growth - and to put yourself out there is also to learn. There are millions of people out there JUST LIKE YOU - awesome photographers looking to share, learn and grow. So why not expand your horizons?
- You might ask "what would I talk about?" I say, tell your story, the best way you know how
- Suggestions for ways to do that include:
 - The travel blog (blog when you go somewhere, anywhere)
 - The blog with a theme - 365 day (one photo for every day), technical talk (how you did something in Photoshop, to set up lighting etc), niche (different photos of the same thing), reviews of products (software, lenses, cameras), life (your journey). And when people comment, dialogue happens

How?

Search popular photography blogs. Spend a few minutes (hours) looking for ones you like. Bookmark them and go back. See what you like. See what you don't. Comment. Model after them.

How do you get people to go to your blog? Comment on other people's blogs. Post your blogs everywhere. Make your blog part of your email signature. Put your blog on a business card. Invite your friends and have them invite their friends.

Popular free blog "hosts" to try

1) blogspot (www.blogspot.com)

2) wordpress (www.wordpress.com) or if you already have your own webhost, www.wordpress.org where you can download, FTP and run your own themes.

3) Type Pad (www.typepad.com)

Note: concerned about the theft of your images? Don't freak out too much about it, but consider resizing and unobtrusively watermarking images before posting.

Go to image size

Change size to 72 dpi and 4x6

Add a custom watermark or your name in lower left or right using text.

Flatten image

Save to different location (I suggest a folder labeled for each blog post)

Upload

Hint: you can write batch actions to resize and add watermarks for you, so you don't have to do them one by one. There are also programs out there that auto-size or watermark your images for you.

About Other Viral Marketing Applications

For your work and your passion (facebook, twitter, etc)

Facebook and twitter

- www.facebook.com and www.twitter.com
- up to the minute updates

facebook

- allows you to upload the same low res images as you do on your blog only you can tag others in the images
- great marketing tool - tell your clients to add you as a friend on FB and then watch as they refer you when you tag your images
- your galleries stay online and anyone who is your friend can see them at any time.

twitter

- allows you to text the world - updates. Is your life interesting enough?
- twitter-quette: don't just post "all about me", post helpful tips - you'll be guaranteed more followers