

Welcome!  
While We Wait to Get Started



StanleyLeary.com  
PictureStoryteller.com

Download today's presentation:  
[StanleyLeary.com/marketing/](https://StanleyLeary.com/marketing/)

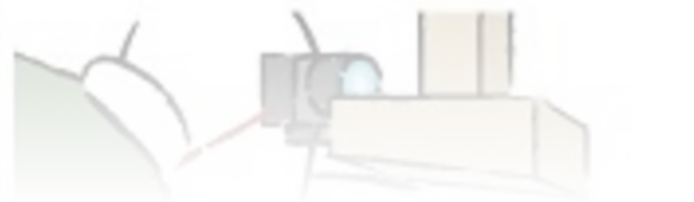
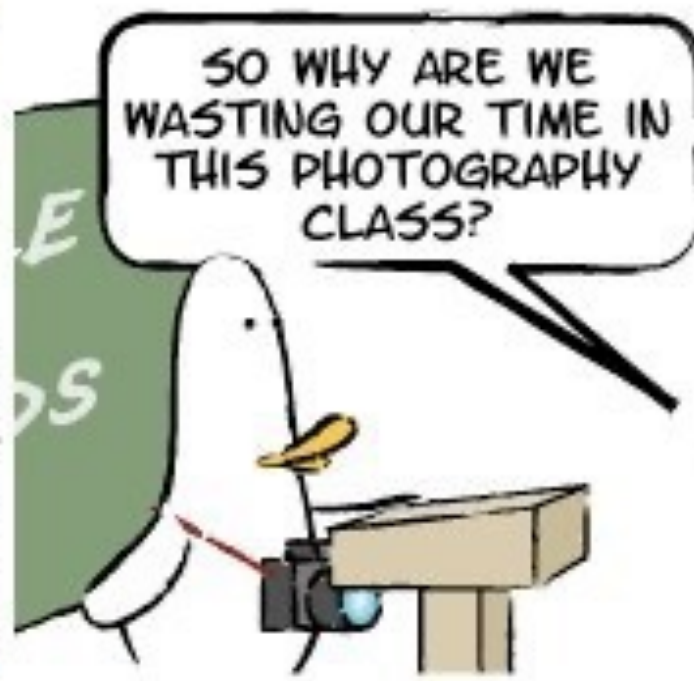
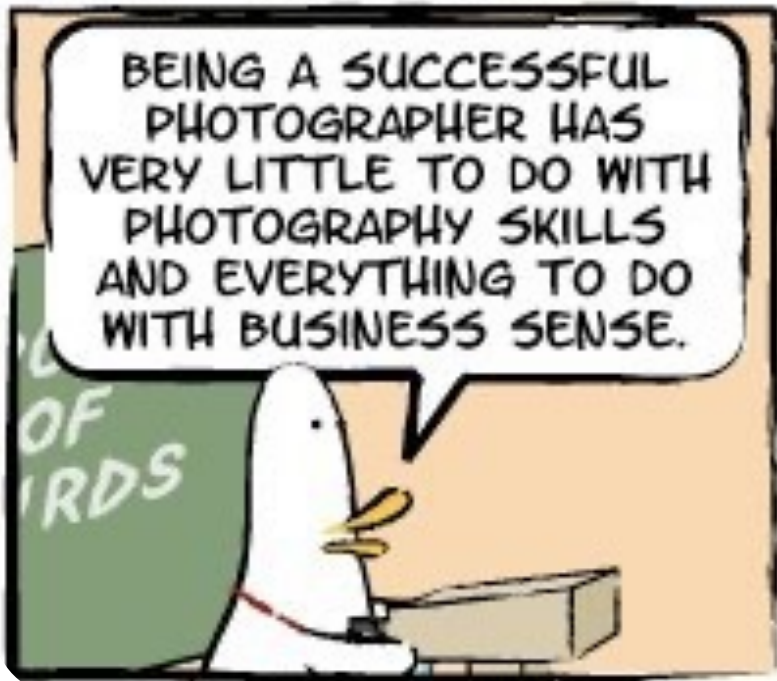
# Business & Marketing Skills for the Photographer

Download Presentation:  
[StanleyLeary.com/marketing/](https://StanleyLeary.com/marketing/)



# Ask Questions

What The Duck



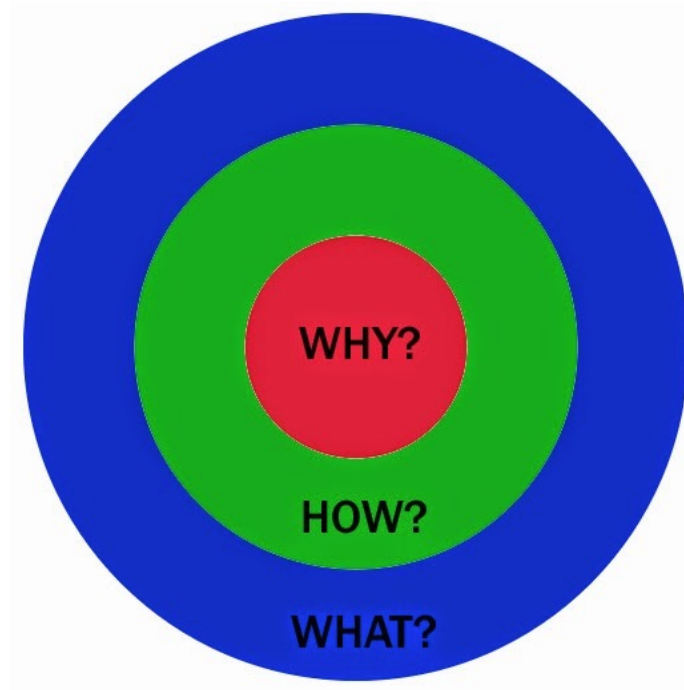
## **Four elements used in storytelling for thousands of years**

1. Hero
2. A goal
3. One or more obstacles [sometimes involves a villain]
4. A transformation

# Package your idea

Packaging ideas is a simple process that requires the person presenting ideas to account for the **audience's needs**. And because every audience and idea is different, there are innumerable ways to package

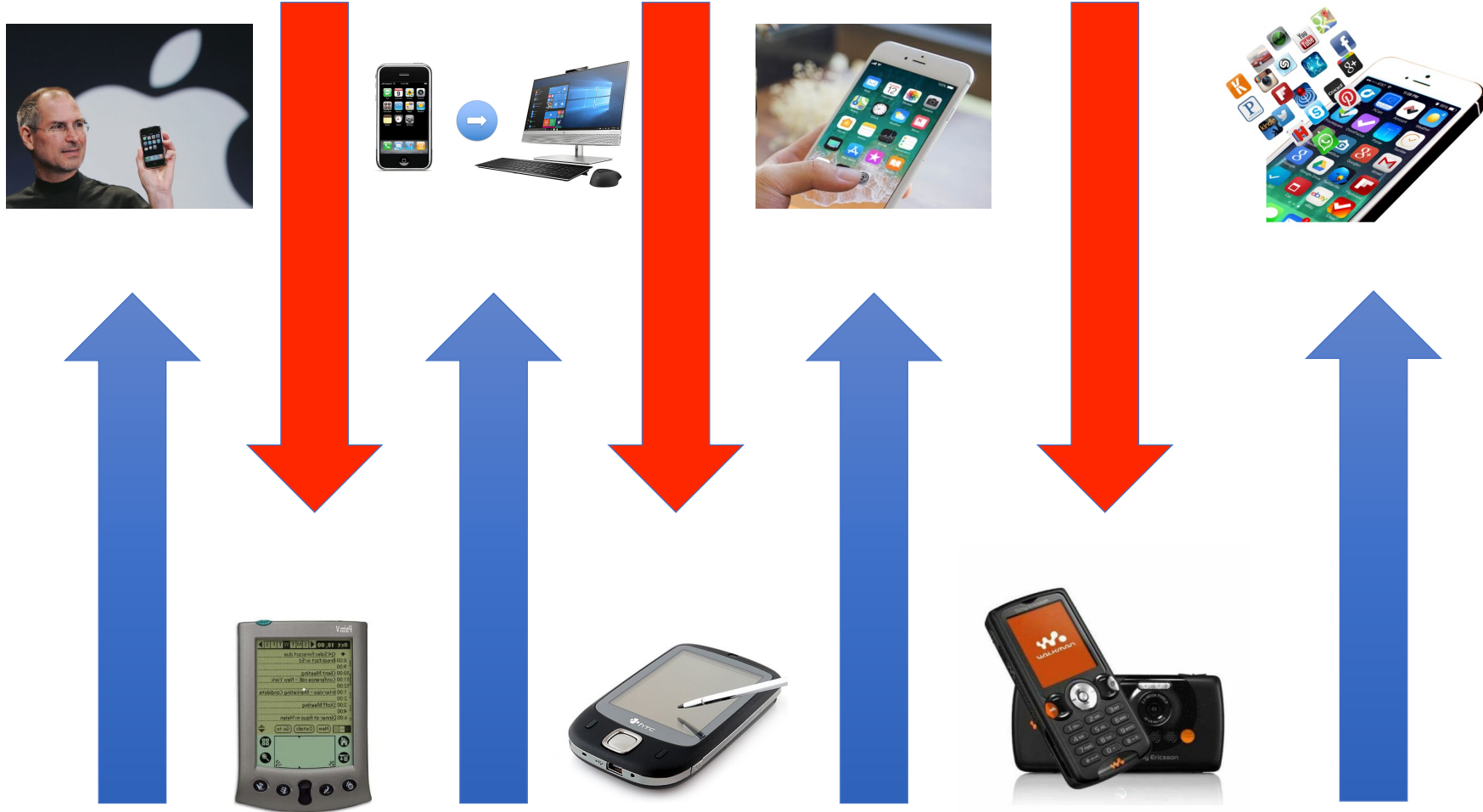
# Start with WHY



[What A Company's WHY Really Means | Simon Sinek](#)

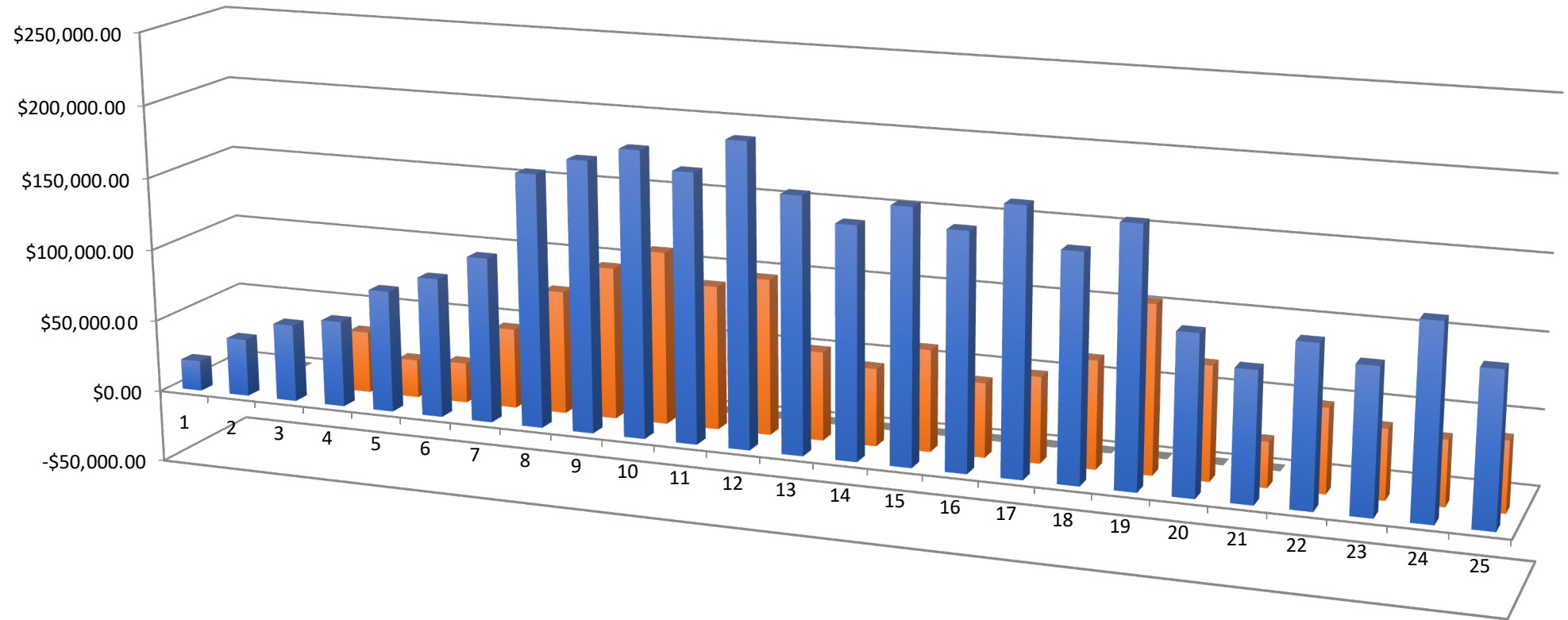
## Stanley's "Why?"

To help people discover and communicate their purpose so powerfully that it changes how others see, feel, and act.

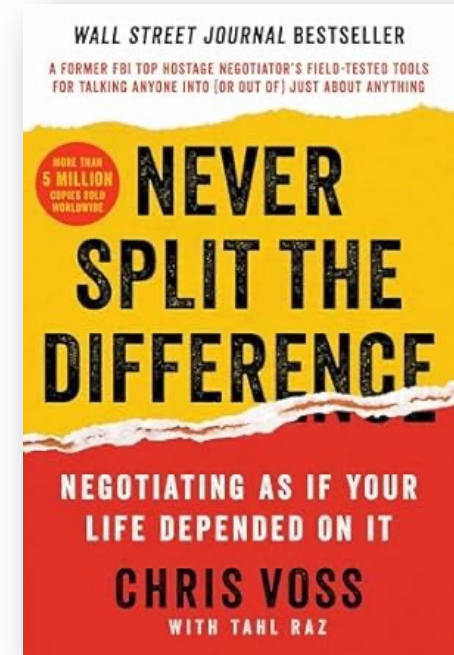
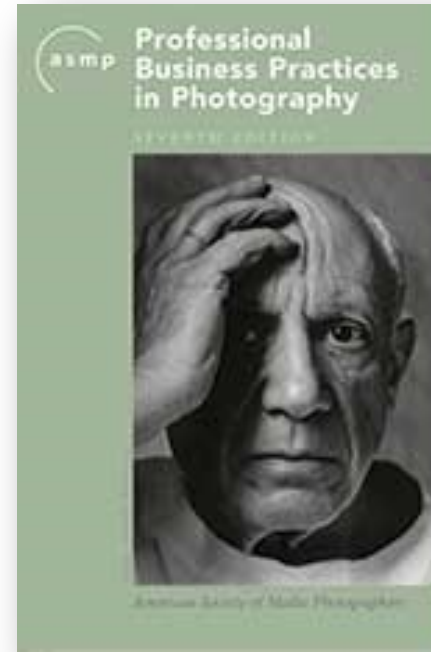
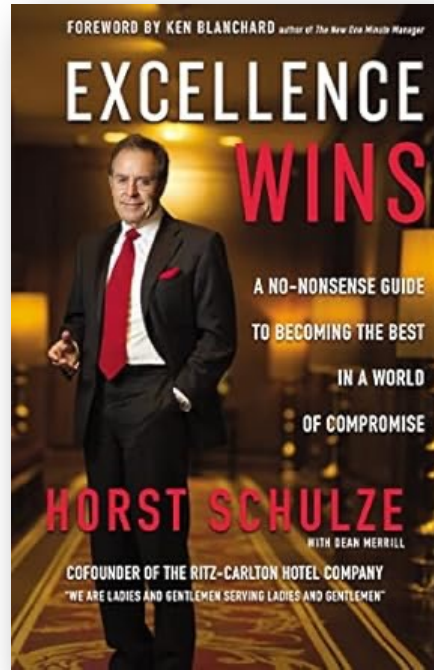
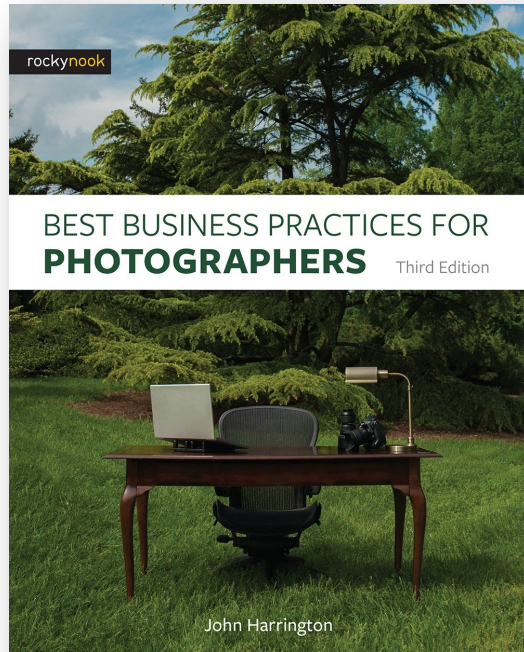


<https://www.youtube.com/watch?v=MnrJzXM7a6o&t=111s>

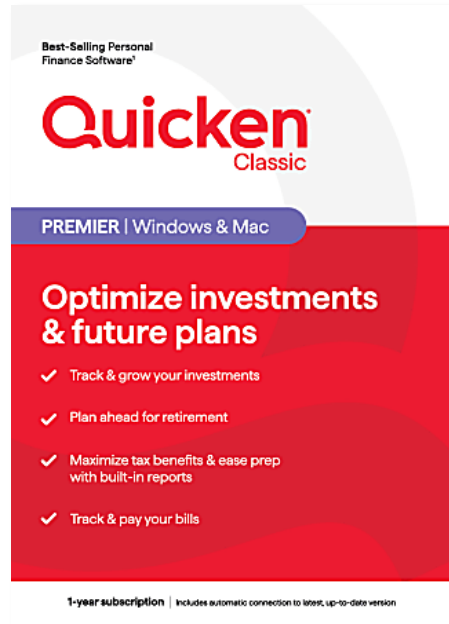
# Gross Income 2001 — 2025



# Stanley's Business Library



# Stanley's Business Software



Checking, Savings &  
Credit Cards

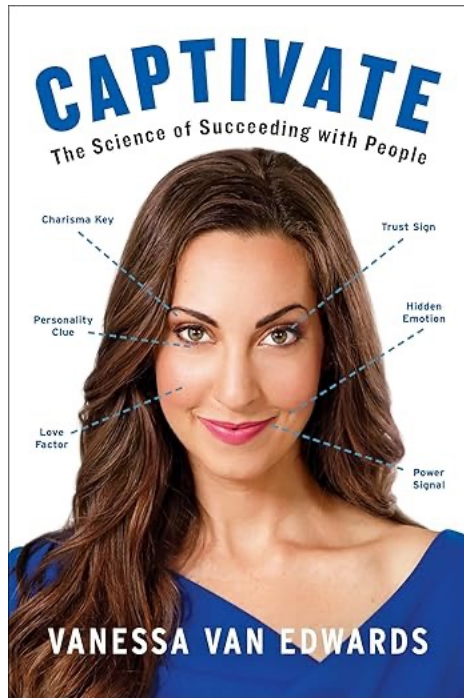


Estimates, Invoicing, &  
Gear for Insurance



Email, Contacts, &  
Calendar

Vanessa Van Edwards teaches essential people skills that go beyond technical expertise.



Many photographers focus on their portfolio and pricing, but client relationships, trust-building, and effective communication set professionals apart. Here's why her insights matter:

**Building Rapport with Clients** – Photography is an intimate profession where making people feel comfortable directly impacts the final images. Her research on first impressions, body language, and trust helps photographers create an environment where clients feel at ease.

**Mastering Client Communication** – Whether handling inquiries, negotiating contracts, or giving direction during a shoot, how photographers communicate influences their success. Vanessa's insights help photographers become more persuasive and engaging, making them more likely to book clients and get referrals.

**Understanding Psychology to Stand Out:** Many photographers struggle with marketing because they focus only on visuals. Vanessa teaches how to captivate an audience, helping photographers differentiate themselves in a crowded industry.

**Confidence in Business Interactions** – Selling services, networking, and pricing can feel intimidating. Her techniques help photographers shift their mindset from being "just a creative" to becoming a confident business owner who leads conversations and attracts ideal clients.

[Body Language Expert: Stop Using This, It's Making People Dislike You, So Are These Subtle Mistakes!](#)



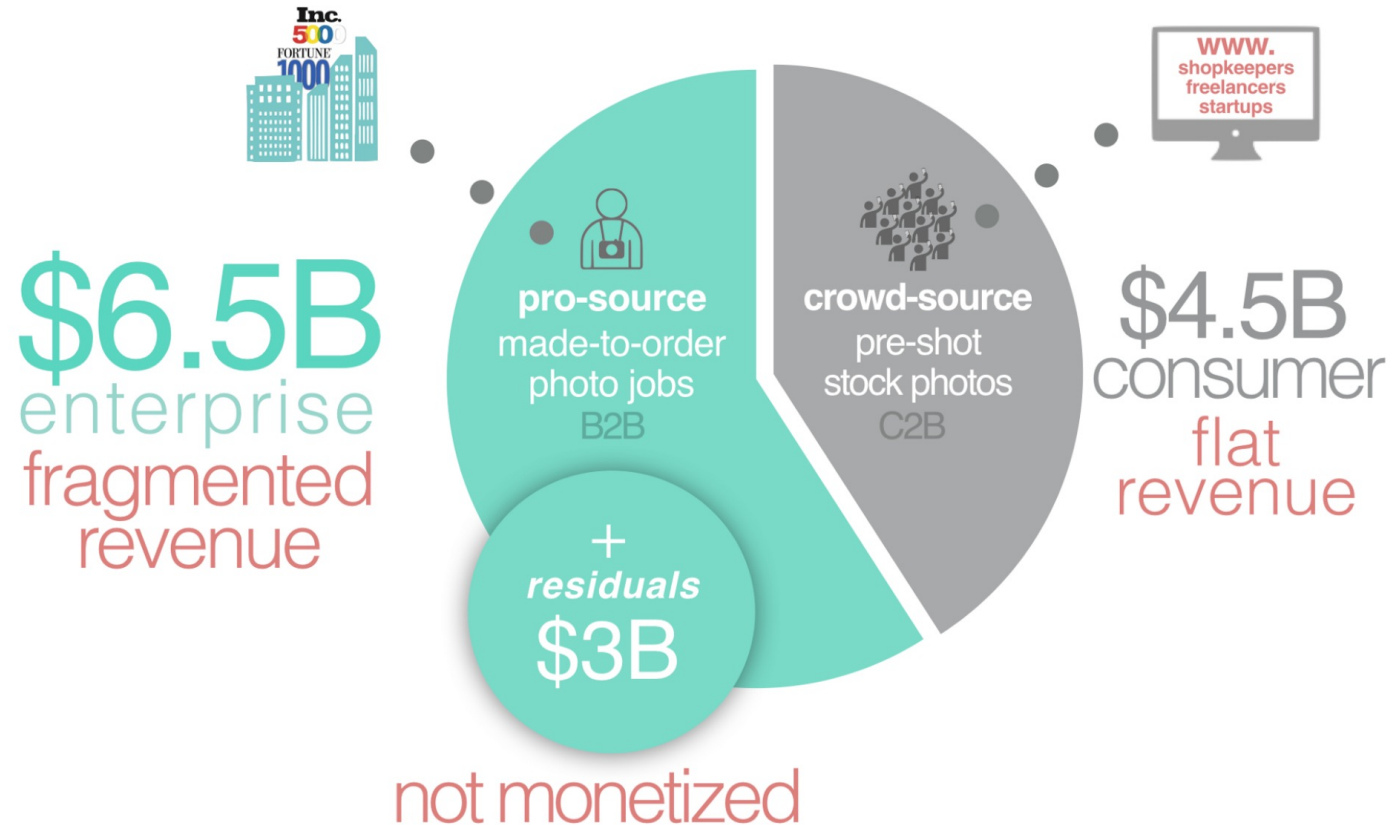
How much do I charge?

Cost of Doing Business

# Two Types of Photography

## Commercial Photo

the larger enterprise segment is underserved



# Concept of Rights Management

The American Society of Media Photographers (ASMP) and the Advertising Photographers of America (APA) promulgated one simple and fair principle that remains protected by federal copyright law: **the more one pays to license a photograph, the more market reach one gets** (i.e., broader publication rights). That principle applies irrespective of what medium a photograph is published in.

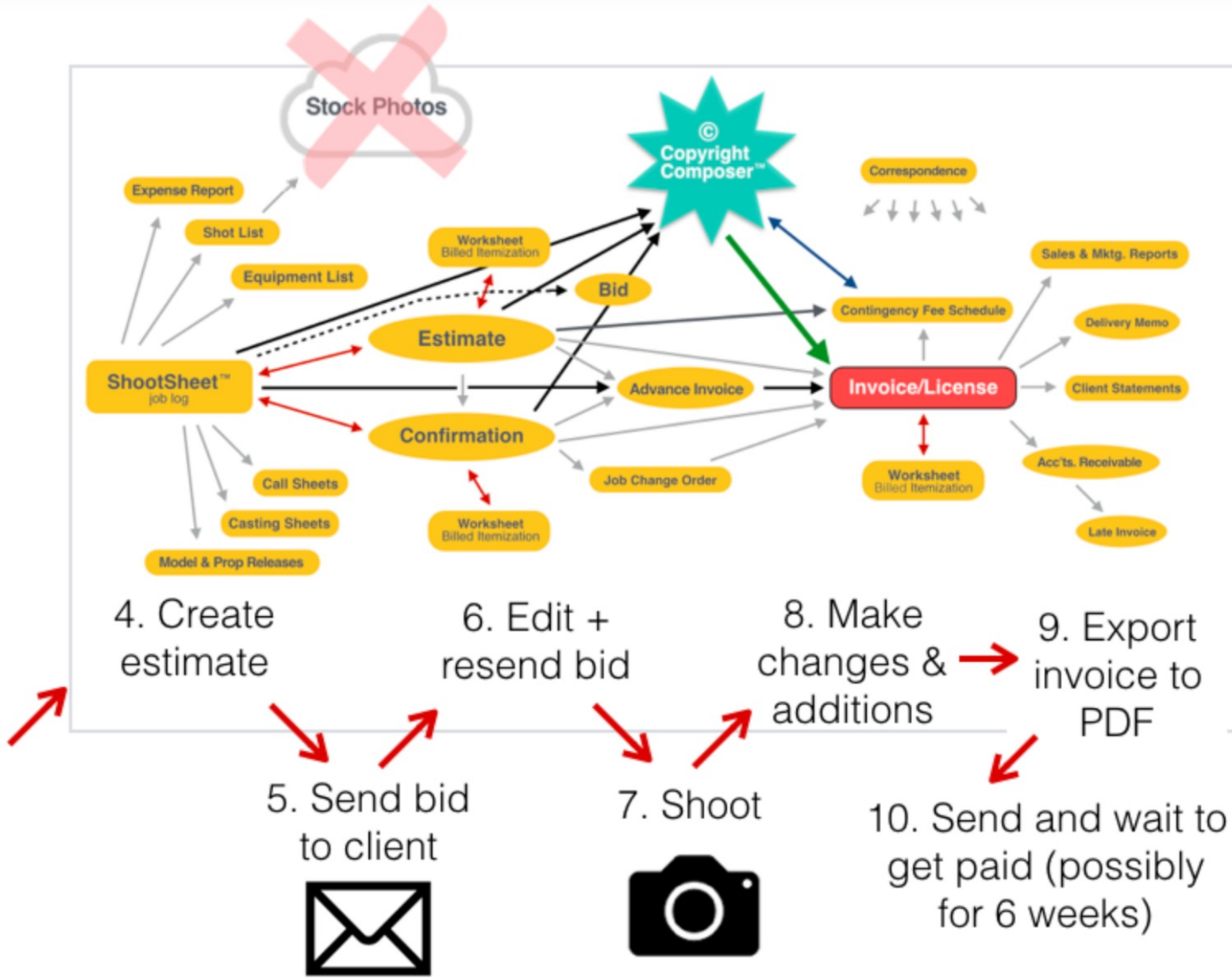
1. Call from client while driving



2. Pull over, jot down notes



3. Back at office, get on desktop



Keeping it simple

**GROSS**

—

**EXPENSES**

=

**PROFIT**

## Two types of Expenses

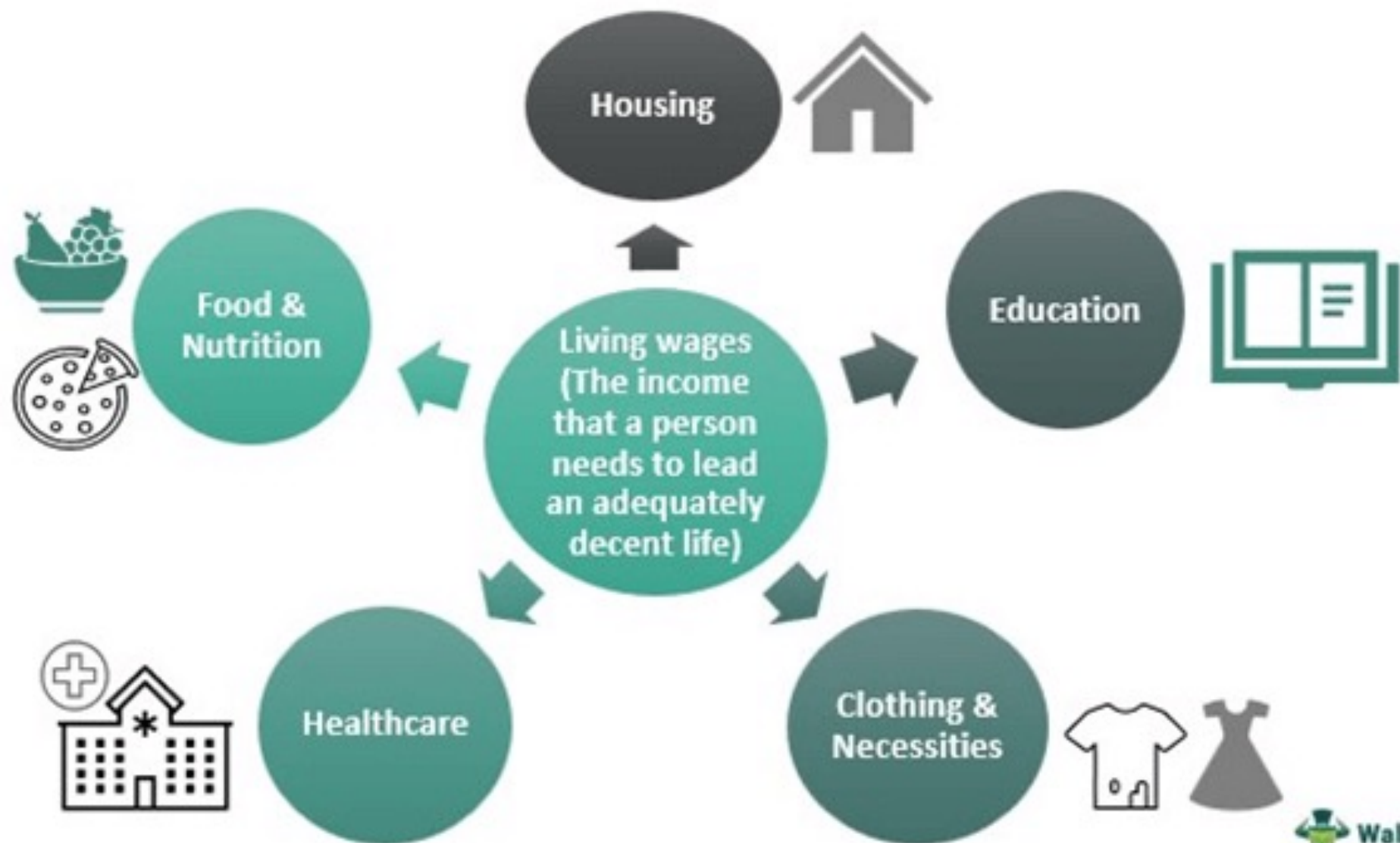
- **Personal Expenses:** Your household expenses
- **Business Expenses:** Anything you have to spend to run your business

# Lifestyle

You need to start with establishing your standard of living.

*If your estimates are based on living at home with parents—then you will never be able to move out.*

# What is a living wage?



# Here's how much money you need to make to live by yourself comfortably in Atlanta:

- Hourly wage needed: \$51.66
- Salary needed for a single adult: \$107,452.80
- Total salary needed for two working adults with two children: \$230,880



<https://www.fox5atlanta.com/news/being-single-in-atlanta-heres-how-much-money-you-need-to-make>

March 27, 2024



Log In

Join

### Income Factors

Desired Net Income After Expenses\* ⓘ

Non-assignment Annual Income ⓘ

Expected Assignment Days Per Year\* ⓘ

### Annual Expenses

#### EQUIPMENT

Office and/or Studio ⓘ

Office Supplies and Furniture ⓘ

Internet ⓘ

Phone ⓘ

Other Utilities ⓘ

Working Equipment and Accessories ⓘ

Computer Hardware and Software ⓘ

Equipment Service and Repairs ⓘ

### Your Results

Fill out the required fields to start calculating your annual expenses and income

Total annual expenses ⓘ

**\$0** / year

Avg. expenses per assignment day

**\$0** / day

To achieve a net income of \$0, aim for the following targets:

Expected pay per assignment day

**\$0** / day

Expected net income per assignment day

**\$0** / day

Expected net income from assignments

**\$0** / year

Expected gross income from all sources

**\$0** / year

<https://nppa.org/business-cost-calculator>

### Your Results

Total annual expenses ⓘ

**\$39,820.00** / year

Avg. expenses per assignment day

**\$463.02** / day

To achieve a net income of \$90000, aim for the following targets:

Expected pay per assignment day

**\$1,509.53** / day

Expected net income per assignment day

**\$1,046.51** / day

Expected net income from assignments

**\$129,820.00** / year

Expected gross income from all sources

**\$129,820.00** / year

86 total invoices  
2024

# Day Rate



Chick-fil-A operators use Day Rates to establish their prices.

However, you never see on the board Day Rate plus expenses for their prices.

Try your best not to use Day Rate terms to clients. **Talk about price for the project.** Example you have more time involved in making salads than a Chick-fil-A sandwich.

# Your *Average* Job?

Cost of doing business calculator gives you your *average project price* that you must get to pay your bills after expenses related to the specific project.

Chick-fil-A operator thinks of average ticket sale and how many they average a day.

# CODB + More money to recover

- Each job has expenses which are passed along to the client.
  - Prints
  - Travel Expenses
    - Mileage
    - Parking
  - Assistants
  - Special Equipment Rental

# How are they using the photo?

- Advertising
  - Local, Regional, National or Global Campaign?
  - How many times and how often?
- Corporate
- Editorial
- Personal

# fotoQuote & EP Prices

- Local paper less than 25,000 cir. \$650
- Regional Paper 250-500,000 cir. \$1,137
- Newsweek 3,160,000 cir. \$2,900
- Parade Magazine over 35 million \$5,980



# Pricing

- Your Bottom Line (CDBC)
- Costs for this job
- Your Expertise or Niche
- Usage fee



# Negotiable

- Usage
- Payment Schedule
  - Percentage up front for expenses
  - Upon Receipt, 30 days, 60 days
- Reprints
- Byline
- Trade Out



# Your Sales Pitch

- Let's break this down into bite size steps:
  - Establish the need. [WHY?]
  - Word all of your pitches to address the need
  - Give them options

## Learn to say yes

- Too many people are telling photographers to learn to say no.
- Price the service so they say no. Price it high enough that it is worth doing for that amount.
- Try your best to be willing to serve as the attitude you communicate

# Marketing Tips



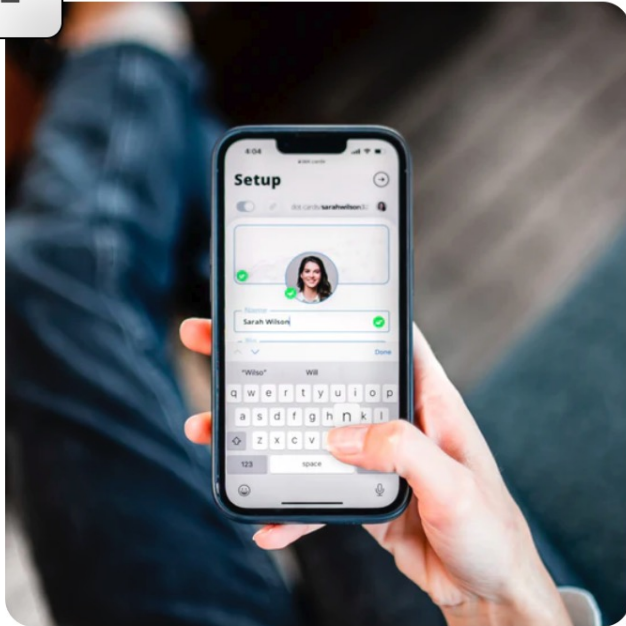
# Starting Points

- Define your niche
- Logo
  - Business card
  - Letterhead and envelopes
  - Invoicing and estimates
- Domain Name
  - For website [www.StanleyLeary.com](http://www.StanleyLeary.com)
  - For email address [stanley@stanleyleary.com](mailto:stanley@stanleyleary.com)
- Sharpdots.com: \$34.88 + Shipping for 500 front and back, full color



# Starting Price \$20

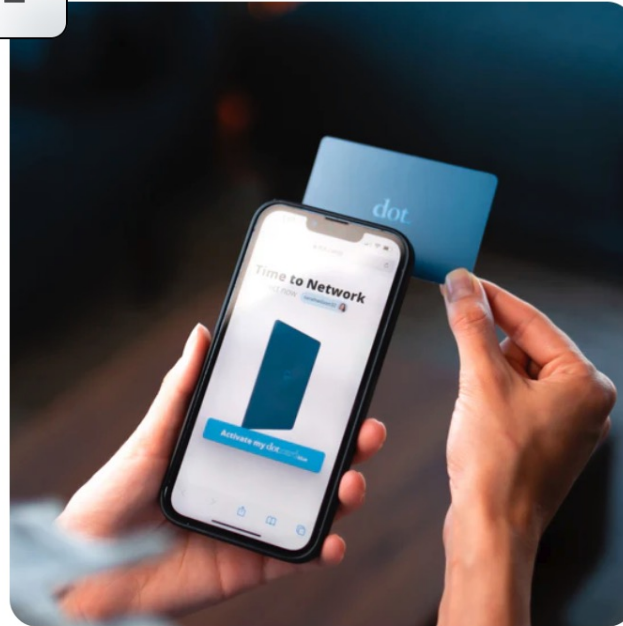
1



## Set up your dot.Profile

Personalize the look of your digital business card. Add all of your contact information.

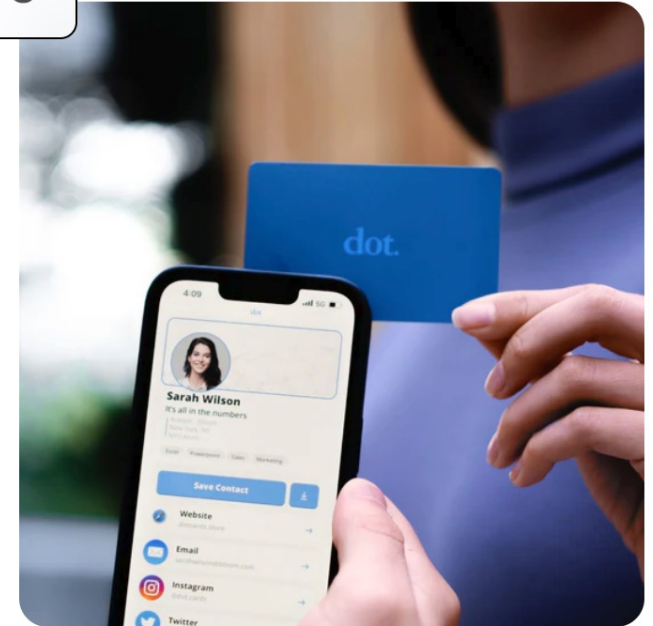
2



## Activate your dot.device

Setting up your dot.device is made simple so you can get to connecting faster than ever before.

3



## Ready to Network

With a single tap you'll be able to transfer your dot.Profile and begin connecting with style.

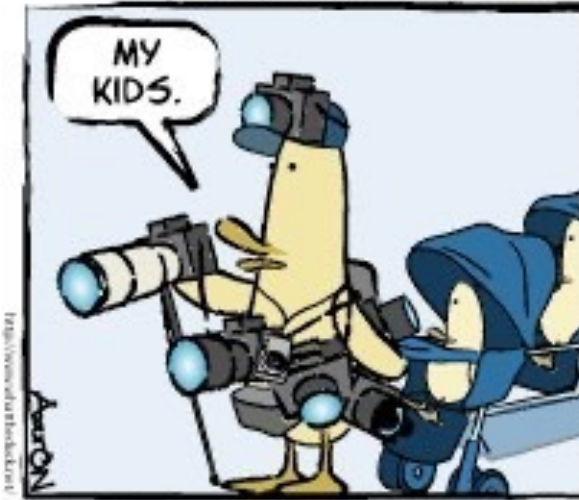
# What are you doing now?

- How did you get your present clients?

What The Duck



<http://www.whattheduck.net/>



# Let's talk about the math of marketing.

Most prospects need 6–8 meaningful touches before they're ready to say yes.

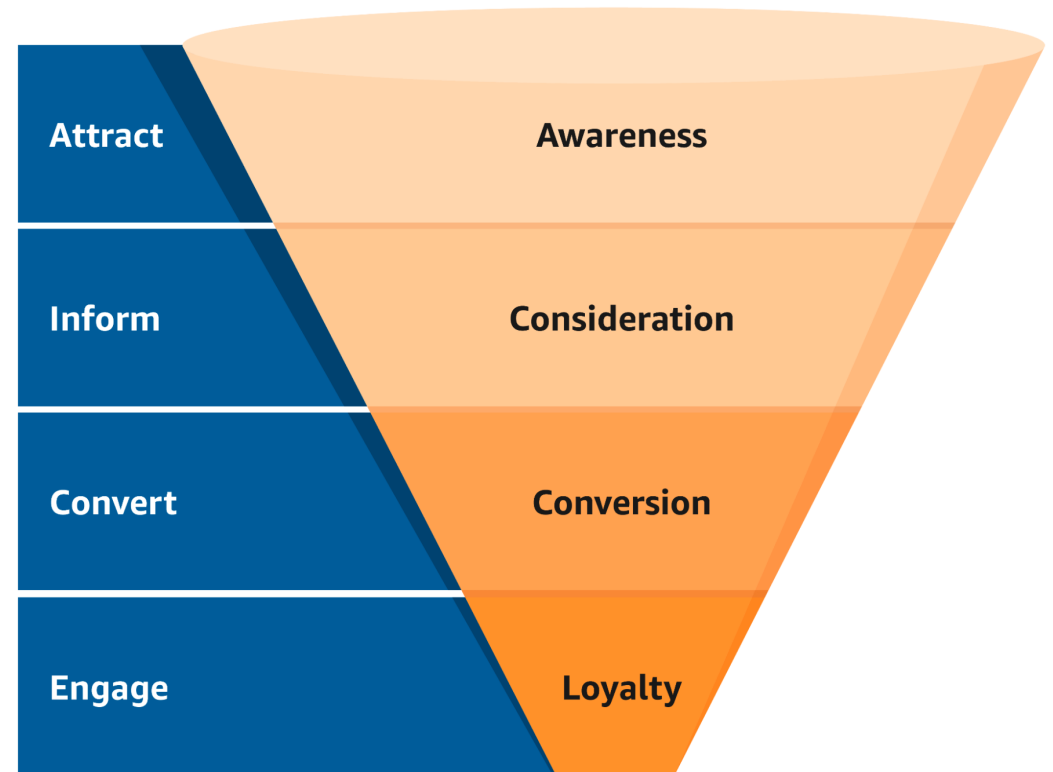
If you reach out to 1,000 people, about 100 may show real interest.

And out of those 100?  
Roughly 10 will become clients.

That's not failure.  
That's the funnel.

When you understand the numbers, you stop taking it personally—and you start working the process.

## The Marketing Funnel



# Networking vs. Cold Calling

- **No matter which path you choose, the goal is the same:**  
Expand the number of people you know—and who know you.
- People don't just buy services.  
They buy from someone they trust.
- Networking makes that easier because it lets people experience *you*.  
When they know you and like you, they're far more likely to hire you.
- And if you can't attend enough events?  
Then be proactive—reach out. Make the call. Send the email. Start the conversation.

## Tip

If you attend an event with someone you already know, don't spend the whole time with them.

The purpose is to expand your circle, not reinforce it.

Give yourself the best chance to meet new people and start new conversations.

And don't underestimate what can happen after the event.

With the right approach, you can set follow-up meetings with almost anyone in the room—even the presenter.

# What info for leads?

- Name
- Title
- Company
- Street Address
- Phone(s)
- Email
- Website

# Outlook

- Database programs
  - Individual records
  - Categories
  - Mail Merge

# Categories

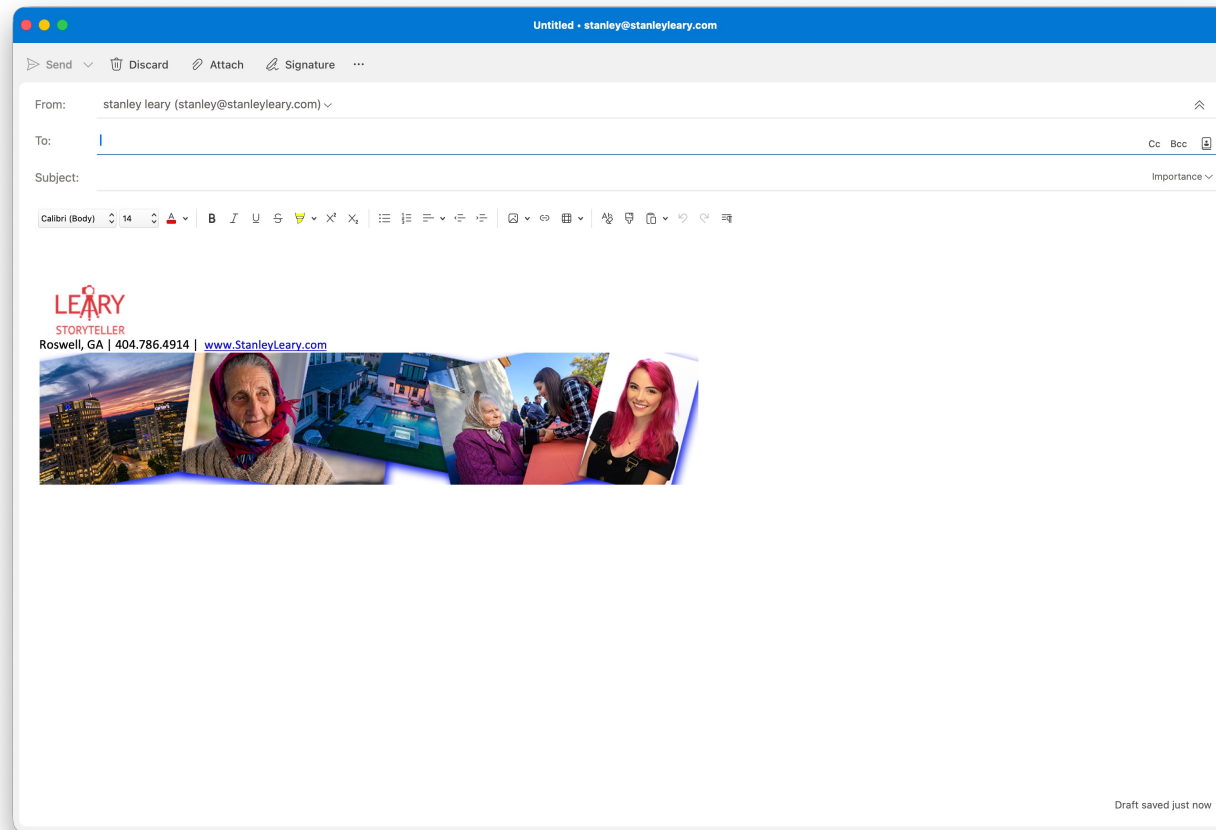
- Categories tend to be overlooked by many Outlook users. **Perhaps, a better way to think of categories is as labels that help you find, sort, filter or classify items.** After all, we tend to classify information anyway whether it's grabbing the New York Times Business section or giving that complicated coffee drink order at Starbucks.

# Examples of Categories

- Agency
- Magazine
- Client
- Hot Contact
- Personal
- VIP

# Signature

- All your emails should have a signature



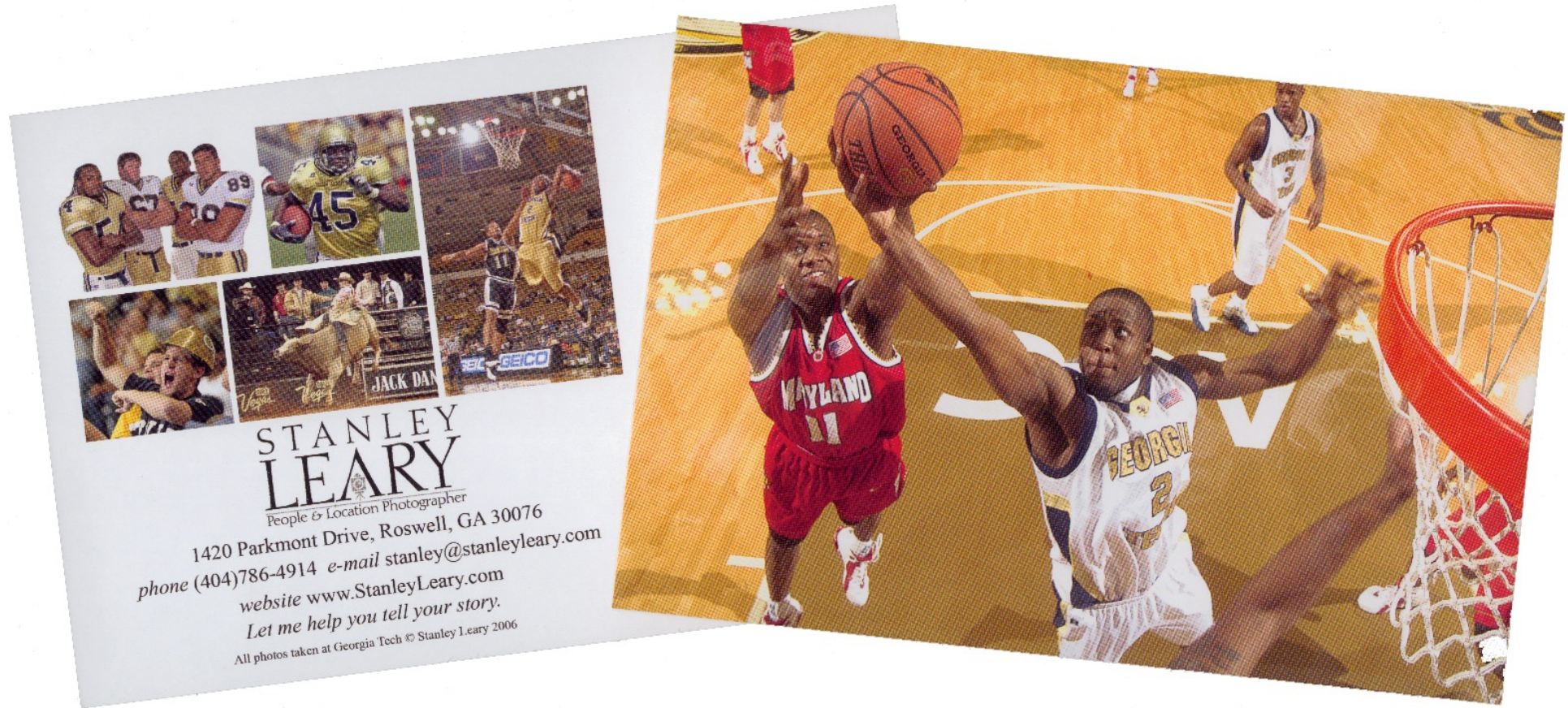
# Use Blogs & Newsletters

The screenshot shows a web browser window with the URL `picturestoryteller.com`. The page features a navigation menu with links for `StanleyLeary.com`, `More`, `College Course`, `Lighting Exercises`, `Newsletter`, and `Bio`. A red `Contact` button is also visible. The main content area displays three blog posts:

- House Cleaning Tips for Photographers** by Stanley Leary, February 11, 2026. Reading Time: 5 minutes. Text: "Because creativity thrives in clean systems. Most photographers love the creative side of the craft. Very few love maintenance."
- Remembering in the Dark: Why I Put the Zooms Away at the Officer Jeremy Labonte Memorial Vigil** by Stanley Leary, February 9, 2026. Reading Time: 4 minutes. Text: "[NIKON Z 9, 85mm f/1.8G, Mode = Aperture Priority, ISO 18000, 1/250, f/1.8, (35mm = 85)] Remembering in the"
- The Most Important Work You'll Ever Do (And Why Your Creativity Depends on It)** by Stanley Leary, February 6, 2026. Reading Time: 2 minutes. Text: "I'm becoming more convinced that the most important work we do in life isn't our job, our craft, or"

On the right side, there is a **Donate To This Blog** section with a `Donate` button and logos for VISA, Mastercard, American Express, and PayPal. Below the donation section is a calendar for February 2026, showing the date `12` highlighted. At the bottom, there are three more images: a young boy, a `RESERVED LEARY` sign, and a man in a workshop.

# Postcards



# Random Tidbits

- Phrase your correspondence from the client's perspective
- When you want to say no, phrase your response so the client decides to say no
  - Yes, I would be happy to help you. The cost to do so is \$\$\$\$.
  - Give them options to choose from. I can do this quality of work for \$\$ or this for \$\$\$\$.
- Do you do pro bono work? Yes, as long as everyone involved is not paid.



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