



SELLING YOUR PHOTOGRAPHS

BEFORE YOU SELL IMAGES...

You need to ask start by asking and answering two questions...

- Who? & Why?
 - Who is your target demographic?
 - Why are they going to buy from you?
 - From that moment on, all of your photographic decisions are based on those two questions.
-

WHEN BOOKING A PHOTO TRIP OR EDITING IMAGES...

- Consider your TD.
 - Will you be taking images appealing to your TD?
 - When assessing which images go on your website or which images get enlarged for exhibits, ask yourself...
 - Am I enlarging this image for me?
 - Or for my TD or both?
-

CHOOSING IMAGES FOR SALE & EXHIBIT...

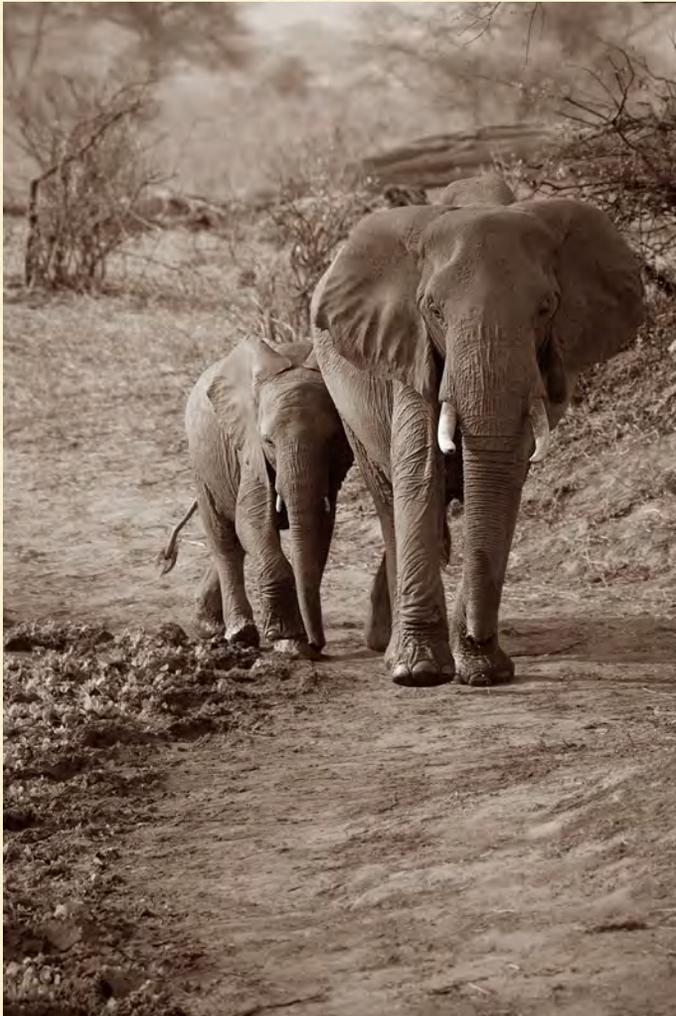
- Facebook
 - flickr
 - pinterest
 - 500px
 - Instagram,
 - blog,
 - Some media sites can be linked.
 - What was the first question you asked yourself before starting your business?
-

IMPORTANCE OF SOCIAL MEDIA:



- Pro- Thousands, if not tens of thousands can see your work.
 - Con- Tens of thousands have the opportunity to steal your work.
 - Pro- Let them steal it! It can assist in SEO.
 - Pro- Tag your images so when your images are stolen, google still ranks your website based on how many places the image is being used.
 - Pro- Best way to get your name out
 - Pro- Best way to get feedback on which images your target demographic like.
 - Pro- Best way to define your target demographic.
-

TD RECOGNIZED, NOW WHAT?



- In your genre, what generally sells?
 - Follow professional photographers in your genre.
 - What do they photograph?
 - Where do they photograph?
 - Where do they sell?
 - How do they sell?
 - What do they sell?
 - How do they present their images?
 - Now; Do it better!
-

10 IMAGE SELLING POINTS...

I. MAKE IT PERSONAL



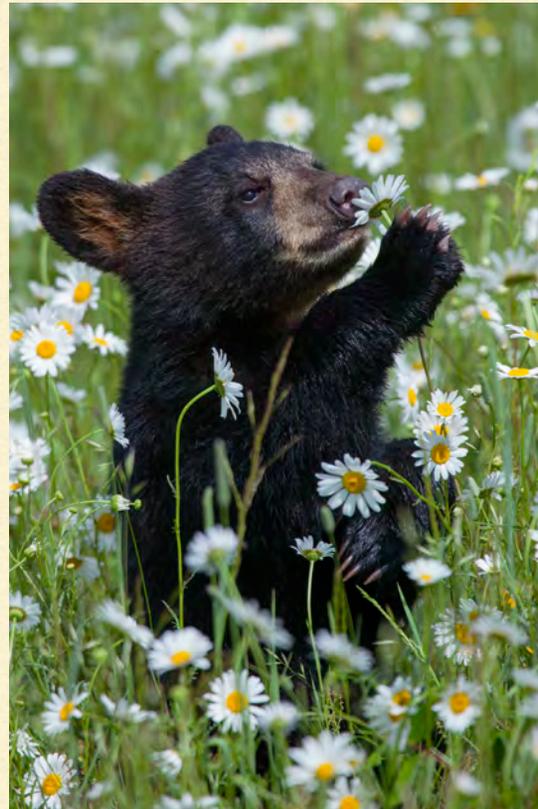
- People buy what they can relate to.
 - In Edmonton it may be scenes of the mountains, wheat fields, grain elevators, etc. Scenes that nostalgically remind people of family, holidays, etc.
 - In Canada people are more inclined to buy polar bear prints. In China they are more inclined to buy panda prints.
 - In Edmonton I have only sold one orca image.
-

2. COLOUR SELLS



- People generally like colour on their walls.
 - A small percentage of the population has an advanced sense of art appreciation. For those people a few black and whites, sepia etc. in an exhibit is nice. To appeal to the masses, most people like colour.
 - Maybe 80% colour, 20% sepia or black and white or something for the advanced art palates...Unless your TD does have an advanced art palate.
-

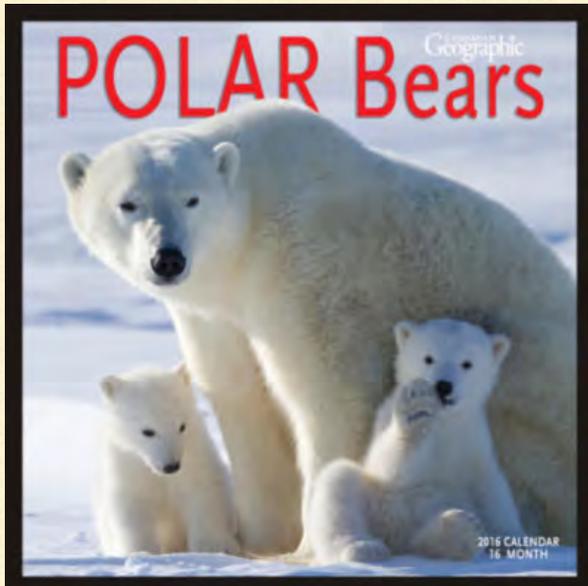
3. CUTE SELLS!



4. SEX SELLS TOO...BUT...

- That probably isn't going to help in my genre.
 - Be mindful of your audience. Be respectful and keep sexual images out of family areas. Just because you feel you have the right to express yourself as an artist, there is always a time and place.
 - Subtle sexual inferences in your work could be extremely lucrative!!!
-

5. PRESTIGE & NOTORIETY SELLS



- Many people are shallow. They like to buy from people who they think are famous.
- Award winning photographers may sell more as people perceive them as better photographers...Not that they are, they are just perceived as better.
- Gain P & D through exhibits, media & marketing exposure, winning photo contests, quality of product.
- Resist gaining P & D by looking like an arrogant schmuck. People still want to buy from people who they like.



6. IMAGE QUALITY



- This should be a no-brainer. Images should be tack sharp, good composition, etc. Unless it is a picture of a watch, there is no excuse for hanging blurry images.
 - Don't sell pictures that just anyone can take. Only enlarge those that have a wow factor of some sort.
 - Compete with IKEA by offering custom sizes,
 - Various mediums,
 - Custom framing,
 - Immaculate print condition,
 - Appropriate image for client area.
-

7. STORY OR...



- An image that tells a story or sparks peoples' imaginations is golden. Even if people's perception of that story aren't accurate.

8. SOUL...



- Catching an intimate moment of some type gives the image soul and creates intrigue.
-

9. PRESENTATION



- Quality of images
 - Presentation of images
 - Ambiance of presentation
 - Gather interest. Images are more likely to sell in a busy environment.
 - Easy ordering process.
-

10. COST- WALKING THE FINE LINE



- Too much and people won't buy it.
 - Too little and they won't perceive value in it.
 - Cost should reflect the perceived level of the artist...
 - Art should at least be approximately 3 times the artist's cost. Due to inventory, damaged prints, loss during production and other expenses, profit can't be calculated based on the difference between the cost and sale of the print.
-

THE PRINTS...

MAKING PRINTS-

NO ONE WILL APPRECIATE YOUR WORK LIKE YOU DO.
SOMETIMES IT IS BETTER TO LEARN AN ADDITIONAL ASPECT OF YOUR PRODUCT.



- Printing- Large format printers are a great investment with a learning curve.
 - Framing- Framing can be learned.
 - Consistency is important. You can create more consistency when you do the printing and framing yourself. You can also reduce your long-term costs that way.
 - When you learn to print and frame, you can more easily fix damaged prints or re-purpose them.
 - Just don't expect a short term savings. If you get into printing and framing you are in it for the long haul.
-

TRANSPORTING PRINTS

- Prints must stay in pristine condition. No one wants prints that are banged up.
 - T.V. boxes work really well to transport and store prints.- Affordable Storage Centre Inc.- 10301-104 street. Or Instabox.
 - Wrap edges/corners with foam and shrink wrap
 - Do not pull shrink wrap off canvas prints as that will scrape the ink off the canvas. The shrink wrap must be cut off.
 - Keep temperature environment consistent when transporting canvases.
 - Dry environments will cause canvases to stretch and become loose.
-

EXHIBITS...

FINDING EXHIBIT SPACES

- Search out exhibit spots- Hospitals, Office Towers, coffee shops.
 - Some will ask for a small percentage of the sale to 50% in frame shops.
 - Others will be free to enter and collect no commissions.
 - Take into consideration the foot traffic. You will need thousands of people to see your art, not a few here and there.
 - Is the exhibit secure? Are there cameras? Is there security? Sometimes no exhibit is better than a bad exhibit.
-

SETTING UP AN EXHIBIT



- Light
 - Business Cards
 - Placards- Price & Story
 - Sell & Replace
 - Flow- Continuous framing style & theme.
 - Who Are You?
-

INCOME STREAMS...

- Greeting Cards & Postcards
- Prints
- Stock Agencies- Great for passive revenue streams. Also a great opportunity for stock agencies to steal from you.
- Magazines? But don't ask me...:)
- On-line media submissions.
- Teach Photography courses.
- Lead Photo trips.



Card Tower and Table Top Stands available for Retail Stores.

HOBBY TO BUSINESS...



- Social Media pages, website and sales should be your first priority.
 - Gov. doesn't appreciate people writing off hobby expenses.
 - Expenses should reflect sales.
 - Keep selling so you can keep expensing.
 - Photography is more often than not, back-end loaded.
 - Enter contests regularly. A finalist win is a win. An honourable mention is a start. The more wins regardless of how meaningless you may think they are, the closer you become to attaining that notoriety. Notoriety=Higher print prices.
 - Submit to media regularly.
 - Website needs to be easily found,
-

MY MISTAKES OR... “LEARNING CURVE”

- Too numerous really and never-ending.
 - In other careers one gets a diploma or a degree. Our mistakes = the cost of our education.
 - The image had better always be nicer than the frame.
 - Become a good note-taker so you repeat mistakes less often.
 - Just because you print it and display it where thousands will see it, doesn't mean they will buy it.
 - If it is too inexpensive, people won't perceive value in it and won't buy it.
 - If it is too expensive, people won't be able to afford it and won't buy it.
 - Don't try to sell what you would want to buy. Sell what your TD wants to buy.- I don't share!
-

SHAMELESS SELF-PROMOTION

BURWELL SCHOOL OF PHOTOGRAPHY

- Two day wildlife photography course- June 23 & 24, 2018. Second Class TBA in September, 2018.
 - 2018 Discovery Park in Innisfail. Not really wildlife photography, but great practice. TBA
 - Watch Burwell School of Photography website for details. www.bsop.ca
-

KENYA- NOVEMBER 10-23, 2018





'Yours Truly' posing while trying not to fall ten feet down into the polar bear den.



Masai Mara Photo Safari, 2017

Shameless Plug:
My latest passion has been taking people on safari to Southern France,
Africa and Alaska. For more information on these trips and others visit
www.hwphoto.ca

Thank You
www.hwphoto.ca
greg@hwphoto.ca