

FIND PHOTO CLIENTS NOW

MODULE FOUR: CHANNELS

THE LOGICAL RESULT OF
KNOWING YOUR GENRES IS
HAVING THE CLIENTS THAT HIRE
PHOTOGRAPHERS IN YOUR GENRE

WE CALL THEM CHANNELS,
VERTICALS, BUCKETS - THEY ARE
THE FIRST STEP IN IDENTIFYING
CLIENTS THAT NEED YOUR WORK

CHANNELS VS GENRES

- Genres are what you shoot. Channels are clients that need what you shoot
- Identifying channels helps you develop a more powerful portfolio, more powerful list, and a marketing plan that focuses on EXACTLY the clients you should focus on
- Channels give your genres more meaning

POSSIBLE CLIENTS

- Brands.
- Services.
- Products.
- Books.
- Brochures.
- Catalogs.
- Social Media.
- Charities
- Government
- Entrepreneurs

CAN YOU THINK OF ADDITIONAL USES FOR
COMMERCIAL PHOTOGRAPHY?

LOOK AROUND YOUR AREA, TOWN, CITY OR
STATE AND SEE IF YOU CAN FIND ANY ADDITIONAL
USES FOR COMMERCIAL PHOTOGRAPHY.

THEY ARE OUT
THERE.

WHAT IS A CHANNEL REALLY?

- A channel is the genre of business that uses your genre of photography.
- Channels are an identifiable segment of industry or business that uses commercial photography - the kind that you produce
- Channels are simply a discovery tool for who YOU need to contact in order to find the work you need

YOU ARE A COMMERCIAL PHOTOGRAPHER

- You work B2B - Business to Business
- You do not work for consumers, but for a much smaller world of identifiable clients who understand and need what you are selling
- Your work is usually used to promote something... a product, service, idea, or story

THE KIND OF WORK WE DO



THE TYPES OF CLIENTS WHO NEED THE KIND OF WORK WE DO

RESEARCH AND DISCOVER

This is the basis for our list.

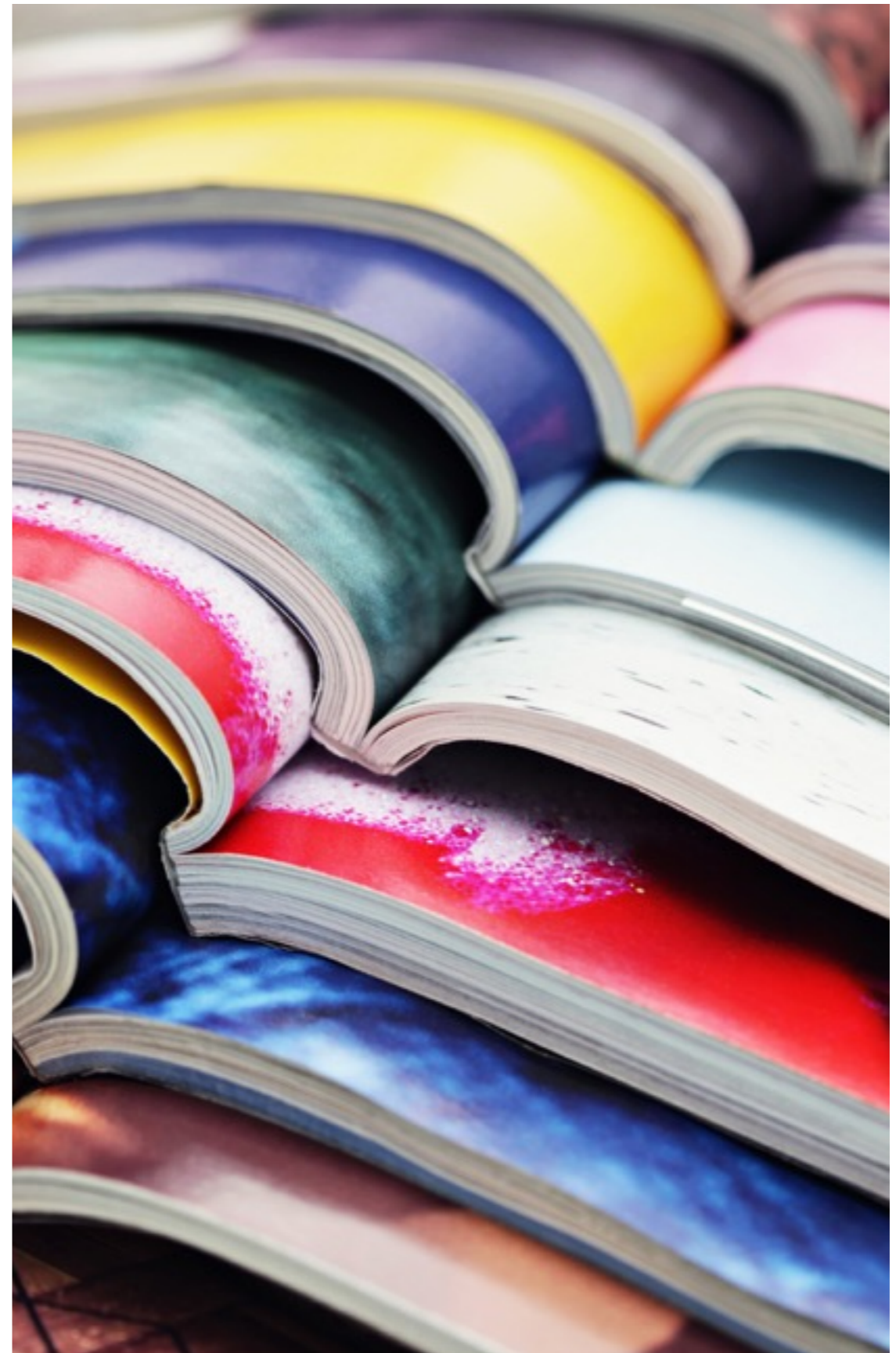
MAGAZINES

Think of magazines as a super channel with lots of sub channels.



MAGAZINES ARE CREATED FOR NEARLY EVERY GENRE YOU CAN THINK OF...

And probably a lot more that you can't. Did you know there are three magazines just for people who run mini-storage units? How about magazines for organic vegetable farmers? Or drones, iPods, paint supplies or dog toys?



ALL OF US NEED MAGAZINES AS A CHANNEL

- Magazines are a great starter point into the business
- Magazines offer “on-the-job training” for your specialties
- Magazines give you experience with lower pressure work than ad agencies
- Magazines help you build a good set of “tear sheets”



THE IMPORTANCE OF TEAR SHEETS

A “tear sheet” is simply that - an ad, editorial, brochure, copy of an annual report, whatever - in your portfolio.

A tear sheet is like proof that you can handle a job, meet budget, and work with others.



CLIENTS NEED
TO FEEL
COMFORTABLE
WITH YOUR ABILITY
TO GET THE JOB
DONE... RIGHT

Showing them you have done it before, for someone else, and they had deemed it good enough to spend a large ad / insertion / editorial budget on, means they can feel a little bit better that it is not your first rodeo.



dimensions

Sofa 1404
H: 27.5 (69.85cm)
L: 102 (259.08cm)
D: 34.5 (87.63cm)
Seat Height: 15 (38.1cm)
Seat Depth: 23.5 (59.69cm)
Seat Length: 102 (259.08cm)

Back Pillows
H: (87.63cm)
W: 15 (38.1cm)
D: 23.5 (59.69cm)

Side Pillows
H: (87.63cm)
W: 15 (38.1cm)
D: 23.5 (59.69cm)

contruction and details

Solid walnut legs and paws with handrubbed oil finish;
frame is hardwood with bent plywood panel under cushions;
fabric upholstery.

Gray Tweed 100% Double Rub Polyester

additional options available

Exotic or painted woods
Customers own materials (COM)

craft associates



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BEGIN YOUR MAGAZINE CHANNEL AT THE LOCAL BOOK/MAGAZINE RACK

- Start with the low hanging fruit first. Magazines that are aligned with your genres are a good first match
- Then look at magazines that are on the periphery of what you do.
- Spread out to those who may be a little off center for you, but do indeed have work in their pages that is reminiscent of what you do

SAY YOU SHOOT MOTORCYCLES

These could be low hanging fruit if you love to shoot bikes. But they can also serve well for shooters who do travel, fashion, still life (parts and accessories), portraits, sports, celebrities, and more.



SAY YOU SHOOT TRAVEL

Easy to discover some travel magazines. But when you take a look at them inside you will find lifestyle, fashion, food, still life, liquor, jewelry, cars, motorcycles, sports, and a lot more.

RESEARCH



THE MAGIC OF EDITORIAL

“Editorial” is a term that is thrown around a lot by people who don’t really know what it is. Simply, editorial is the assignment given by the magazine to photographers to illustrate the content produced by the magazine.

Advertising agencies produce the ads that are in the magazine, and are contacted through a different set of channels.



ABOUT EDITORIAL....

- The pay is far less than advertising
- The work is a little bit easier to get - magazines are willing to give new shooters a chance
- Editorial work gets seen by ad agencies looking for new talent
- The tear sheets give you credibility

BEGIN TO BUILD YOUR MAGAZINE CHANNEL RIGHT AWAY

Research and discover the magazines that you feel you can work for based on your style and genre. The cool thing about magazines is that they show you the kind of work they love every issue.



YOUR GOAL:

50 Magazines that fit your style and genre.

This will take a little time, and do not push in magazines just for the numbers... make sure they are the right magazines for you.

