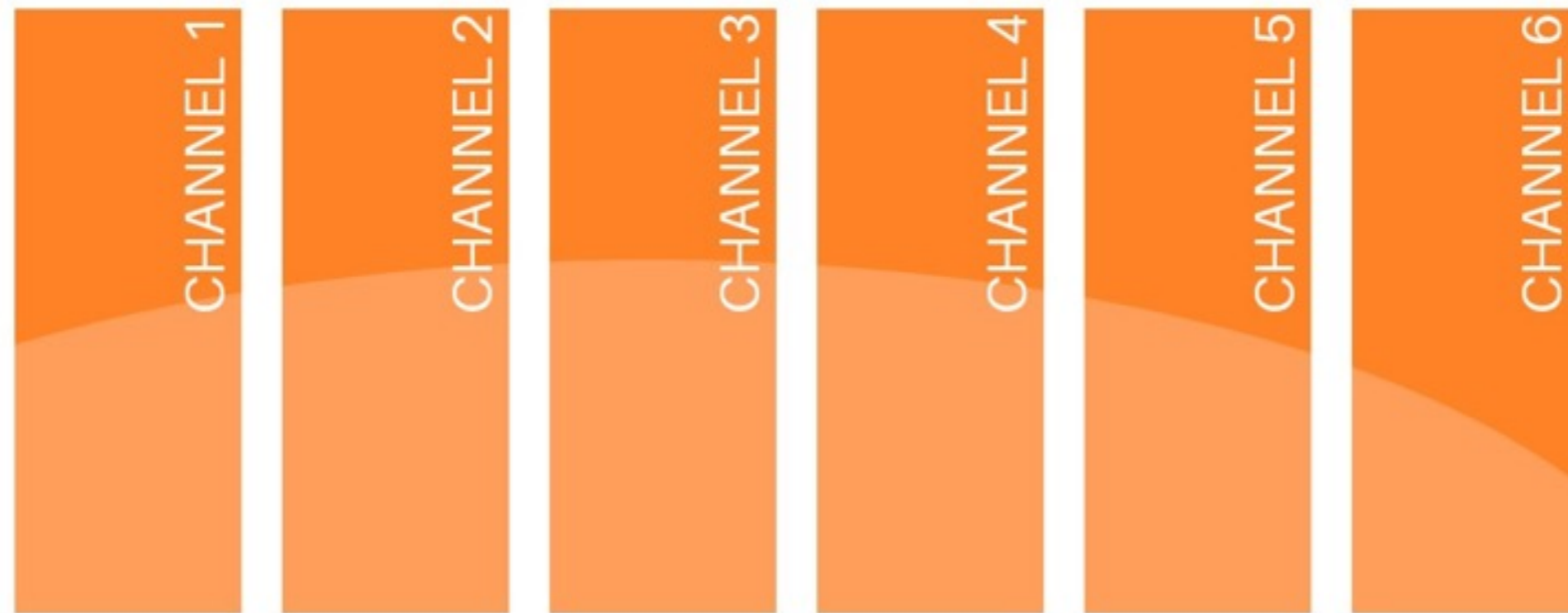


FIND PHOTO CLIENTS NOW

MODULE FOUR: CHANNELS PART TWO

In part one we looked at the channel we all have - editorial. In this one, we will look for channels to fit our desired type of work.

THE KIND OF WORK WE DO



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

RESEARCH / DISCOVERY

IT'S UP TO US

HOW DO WE FIND OUR CHANNELS?

First we look at what we do,
who we are, what we have,
and what we want to do.



AN ADVENTURE PHOTOGRAPHER

- WHAT WE DO
- People and portraits on location, product, food
- That sounds like the good makings for a lifestyle shooter and with a little tweaking to the portfolio, we should be able to add adventuring and travel to the mix

AN ADVENTURE PHOTOGRAPHER

- WHO WE ARE
- 50 year old with a lot of hiking experience, some travel as well
- Like to shoot natural light, but knows our way around lighting as well
- Gregarious and outgoing, an extrovert
- We are able to take time from our 'regular job' to build our portfolio, but not too much... there is a limit.

AN ADVENTURE PHOTOGRAPHER

- WHAT WE HAVE
- Two DSLR's
- Four lenses, some lights and stands
- Fairly well equipped for shooting
- Camp gear, truck, outdoors gear
- Live fairly close to a lot of outdoor adventure lifestyle

AN ADVENTURE PHOTOGRAPHER

- WHAT WE WANT TO DO
- Start with editorial, then work with designers and direct client work for ads and collateral
- Kayaking, river running, hiking, gliding, mountaineering, primitive backpacking, destinations, gear, vehicles

BUILD OUR CHANNELS

- Outdoor gear manufacturing
- Travel gear manufacturing
- Boat manufacturing
- Cycle manufacturing
- Camping and backpacking food
- Destinations
- Guided Tours
- Hiking and biking clothing
- Biking transportation
- People who hike

WE NEED A MINIMUM OF
SIX CHANNELS

NOTE: WE ARE NOT
LOOKING AT SUB-
CHANNELS YET SO
BE CAREFUL NOT
TO INCLUDE
THEM...

FOR INSTANCE:

Camping Gear Manufacturers
may include:

Tents, sleeping bags, cookware,
lanterns, axes, knives and on
and on... those are sub-channels
and we will be looking at
them next time.



MAKING SURE YOU CAN MAKE IT

- RESEARCH
- Make sure you are working toward your goals by making sure you understand them - AND that you have the gear, geography, physicality, mindset, and support at home to get there
- When in doubt, ask someone who knows and weigh their answer carefully



... GOT TO KNOW YOUR LIMITATIONS...

— DIRTY HARRY

- The personal audit is so very important
- It will make collection of your channels much easier
- And it will reveal any areas that you may need to focus on: gear, location, time, or other limiting things that can get in your way.
- Make sure you do the work in Module Two to make sure you are ready.



ASSIGNMENT FOR THIS MODULE

- BEFORE MOVING TO THE NEXT MODULE:
- Research and build out your six (minimum) channels
- Post some ideas of channels for your work on the Facebook group page and get some feedback

