Finding Your Specialty - How to Get Clarity for Your Photography Business So You Can Attract the RIGHT Clients (Who Are Willing to Pay For Your Work!)

Welcome!

I’m Scott Sylvia – Founder of Hobby to Pro Photo.

About 20 years ago, I was laid off from my well-paying management position. I took a chance and launched my photography business, and have been running it ever since.

We’ve reached many multiple six-figure years and generated millions in revenue over the years. But it wasn’t always easy…

It took about a year of trial and error and serious amounts of learning to figure out the business side of photography.

I didn’t want to be another fly-by-nightphotographer…I wanted to last and become the premium option!

So I figured out a system to become premium.

Since then, I have helped thousands of clients preserve memories & milestones through my work…

…All who were willing to work with me at a premium price…

…Prices that allowed me to stay profitable and reach my goals.
Goals like...

- Work with clients I love (and who love working with me)
- Set my own schedule and be my own boss
- Financial flexibility: family, hobbies, etc.
- A career that makes me want to jump out of bed each morning
- Work from home or my very own studio

What would a successful business mean for you?

More time with family?
More traveling?
Financial freedom?
Being able to quit your job?

Take a moment to think of what’s driving you. Getting clear on this will help push you to do whatever it takes to make this work.

When you’re starting out...

You need a plan & hyper-focus...

That means spending your time on ONLY activities that will bring you your first CLIENTS. And to get clients, you need to know WHAT you’re going to offer and WHO these clients are going to be.

To set yourself apart and attract the right clients, you need to become a specialist.

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Pause a moment and write down...

- What areas are you most skilled in?
- What areas are you most passionate about?
- What areas are people in your area looking for?

*When you have the intersection of these three areas, you have your specialty*

You want this to become what you are KNOWN for. Being known for something increases your demand, meaning you can charge a premium.

*Here's an example of how this works:*

When I started, I decided to specialize in children’s portraiture:

- Passion: my children were young, so I really enjoyed photographing children
- Skill: This is what I was able to practice most
- Market Need: We knew a lot of people in the community (who knew a lot more people) with young children

*Why choose a specialty? Do I really have to narrow down what people can come to me for?*

Creating a specialty gives you a basis for the rest of your business...

- You know what to advertise
- You know how to explain what you do
- You can create pricing based off your expertise

*It doesn't have to all you do...*

You can always experiment until you find the right fit, and you can have Complementary Specialties.

*Your Challenge!*

Go through the exercise and find your Specialty. Stay tuned for video 2 on getting your photography business launched!