

Recreating Your Studio

Workshop with Robin Spencer

Overview of Today's Professional Photography

Problems faced by today's studios:

Problems caused by the industries move to digital:

Advantages by the move to digital:

Marketing 101

Carleton Place Lunch lesson: _____

Cuban Market: _____

Benda Photography: _____

The dangers being mainstream:

Advantages of specialization, being a big fish in a small pond:

If money was no object, I would only photograph this:

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Moving My Studio in the Direction I want

My Current Product Mix:

**My Current Product Mix
Ranked by Preference:**

#1 _____

#2 _____

#3 _____

#4 _____

#5 _____

#6 _____

My New Product Mix:

I want to increase

I want to do less

I want to drop

My #1 Favorite Product is: _____

Why?: _____

What is my strength?: _____

What is my weakness?: _____

Who is my main competition?: _____

What is their strength?: _____

What is their weakness?: _____

What can I do that they can't?: _____

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How do I want to Brand My Studio? It's a Package Deal

How do I want to present my studio:

Artistic or Traditional, Fun or Conservative, High Price or Affordable, High or Medium or Low Volume, High Quality or Good Quality, Upscale Modern or Upscale Artistic or Upscale Conservative,

All photographers claim High Quality: How do you quantify that?:

All photographers claim Great Customer Service: What do you do that no other studio does?:

Who is my typical client? (M/F, \$\$\$, Age, Education, Profession, Neighborhood, Children's age):

What Colours would best represent the image of your studio? (for Walls, bags, business cards, website): _____

What Furniture/Art/Frames would best represent the image of your studio?: _____

How should I Dress?: (Artistic or Conservative or Casual, Jewelry, Glasses, Shoes) _____

When do I need to be open?: (Days and Times) _____

What Magazines do I need to subscribe to?: _____

Where should I advertise?: _____

What Clubs/Organizations should I join?: _____

What Skills do I need to work on?: _____

What Courses do I need to take?: _____

Who do I need to get to know?: _____

What Camera/Lighting equipment will I need?: _____

What Office/Computer equipment will I need?: _____

What Backgrounds/Props will I need?: _____

Robin Spencer's Contact Info

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Photographers Resources

Robin's Blog <http://roguemasterphotographer.blogspot.com/>
Photographer's Resource Page for links, info and downloads
http://www.spencerstudio.com/photographers_resource_page.htm

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My Studio's To Do List

My #1 Priority Right Now is:

#1 _____

My Vision For My Studio:

My New Don't Do List:

Stuff I want to stop doing to give me more time to focus on my priorities

#1 _____

#2 _____

#3 _____

#4 _____

To Do by the End of the Week:

To Do Within Six Months:

#1 _____

#1 _____

#2 _____

#2 _____

#3 _____

#3 _____

#4 _____

#4 _____