

*Wisconsin Professional Photographers Association*

# *Connections*

*Newsletter*

*September 2014*

*Marketing For Success*

## From our President

Labor Day has come and gone which means fall is in the air. I hope everyone has had a successful senior season, if not it's time to turn the heat up on family portraits. Market, market, market, I cannot stress this enough. It's a jungle out there and you have to be the king or you will be left out.

Have you ever wonder why you became a photographer? Some days I wonder myself. In June of 1998, I received a call from a mother stating she needed to get her daughter in for a portrait because she has cancer and isn't doing so well. We booked the session the next day.

This was the hardest session that I ever had taken. This little girl was probably 6 or 7, had these big brown eyes and no hair because of chemo. When I looked through the camera I could see in her eyes that she knew the end was near. I tried everything to get an expression out of her with know luck. Than I thought lets try some photographs outside. I put the little girl on a hay bail in my barn than I added her brother, he was about 1 year older. Still no expression than I asked her brother to kiss her head. He did and I got the most beautiful expression you ever could imagine. My session was done. Four days later the little girl passed away.

This last year I photographed that mothers other daughter who was a senior. She pulled out that picture of the little girl and said. "Thank you for doing this for me it means so much."

What we do as photographers does matter in life. We preserve one moment in time that last forever. This is why I am a photographer.

Our fall shoot out is just around the corner and shaping up to be a good one. Here you will have a chance photograph models and build your portfolio. Bring your equipment and an open mind and have fun. This is what fall is all about.

To end on a positive note: The best way to achieve any goal is to have a written plan. A goal that isn't written down is just a dream.

To our Success  
Greg Loll, Master, CPP



### Board meeting Dates

October 1, Osthoff

Nov 2, fall convention Ostoff

January 14, 2015 Madison

# September 8, 2014

## *Hit Me With Your Best Shot*



- Pre-Register -

[SEWPPA Members: \\$9.99](#)

[Members of a PPA-Affiliated Organization: \\$19.99](#)

[Non-Members: \\$19.99](#)

[Students: \\$9.99](#)

Pre-Registration\* Deadline: Thursday or Friday before the meeting.

Have you been inspired lately?

Do have that one image that you have been dying to share?

A new technique that you need to tell the world? (Or us, at least.)

Or maybe you are looking for that special idea, or some help with an image.

*"Hit Me With Your Best Shot"* will be a round table discussion hosted at Jon Allyn's house in Summit.

Bring a laptop, or files on a jump drive to share. We can discuss lighting, modifiers, lens choice, how it was done, how to get it done.

Not necessarily a competition or image critique, but a "how and why I did that" show and discussion.

Lunch is included — keeping costs down, the provided lunch will be a selection of pizza — or you could brown bag it, or google the area for a restaurant.

***For the first time ever!***

***Anyone can bring an image!***

Location:

Jon Allyn's "Playhouse"

2390 N. 1st Ln.

Summit, WI 53066

(1 block North of I94, 3 blocks East of Hwy "P", a.k.a. Sawyer Road)

From Milwaukee, take I94 west, exit at Sawyer Rd (Hwy P) and go north about 3 blocks. Take the first right out of the roundabout and then turn right again. Take the first left. This is Parkway Drive. Drive 3 blocks and you'll be at a "T". Turn right and pull in the first driveway on your left.

Schedule/Agenda:

9:00-10:00 Board meeting

10:00-12:00 *Hit Me With Your Best Shot*

12:00-1:00 Lunch

1:00-3:00 *Hit Me With Your Best Shot*

**October 13 2014**

**Marketing Made Simple & Fun!**

**MARY!  
BRAUNSDORF**



Photographers can no longer rely exclusively on word-of-mouth marketing. In order to be noticed in our saturated market, photographers need to implement a consistent, persistent and effective marketing system.

But the good news is that you can have more fun with your marketing campaigns than most other businesses because you already have something that sells – your images! Learn from Master Photographer Mary Braunsdorf how to channel your creativity into the marketing realm in order to reach new clients, create new opportunities, and get your phone ringing!

Let's face it. Breathtaking images, a beautiful studio, and stacks of photo awards don't pay the bills. You need to reach your profit goals to stay in business. The answer? Develop a consistent marketing plan to generate new leads. Marketing is an investment of your time and efforts, but an investment that will pay out big in the long run.

Mary shares her marketing secrets that have kept her business flourishing in this difficult market. She has a proven annual marketing system that incorporates direct mail, emails, social media, community events, network marketing, charity events and more. Mary will give you the tools to create your own marketing system that you can implement immediately upon returning to your studio.

Engaging in social media marketing can be a daunting task to tackle. Facebook, Pinterest, Twitter— where do you start? Mary has developed a simple and consistent social media workflow that takes the stress out of social media and shows you how to leverage your photography to become an expert in social communities. Her social media system is free when you sign up for the class.

Bring your camera to this hands-on class! Photographing event and community photography is another great way to put your studio in the spotlight. See how Mary and her IN-FOCUS team turned the July 4th parade into a social buzz and find out how you can do the same in your community.

Photographer and Owner Mary Braunsdorf established IN-FOCUS Photography in 1991. Her husband Jerry joined the flourishing business in 1995. They have been blessed with a staff of 2-3 employees over the years.

Mary has won many awards for her photography, including Photographer of the Year and Print of the Year for Southeastern Wisconsin Professional Photographers. Mary's work has been featured in several prestigious locations, including Wisconsin Professional Photographers Elite Collection, Professional Photographers of America's (PPA) Loan Collection book and Showcase Collection book. Mary received her Master of Photography degree from PPA in January 2014.



## Areas of Marketing

- ☐ Boudoir
- ☐ Families
- ☐ Children
- ☐ Newborns
- ☐ Pets
- ☐ Weddings
- ☐ High School Seniors
- ☐ Special Events

## Every Successful Marketing Plan Contains

- ☐ A need
- ☐ A deadline
- ☐ Specific products
- ☐ Target market
- ☐ Plan Execution

## Types of Marketing

- ☐ Direct Mail
- ☐ Network

- ☐ Event
- ☐ Email
- ☐ Social Media
- ☐ When and why to use each type

## Annual Marketing Plan

- ☐ Develop a plan for each month
- ☐ Brainstorm ideas for each month
- ☐ Develop your own 13 -15 month Marketing calendar ready to implement



Program Sponsored by





September 22nd 2014

### Character Portrait Workshop

During the program we will touch on the following topics

- Composition
- Lighting
- Editing (Lightroom and Photoshop)
- Marketing

We present several example images and show how they evolve from the raw camera file to the final print. During this segment we touch on composition, lighting, painting with light in photoshop, and introduce the editing process we use to produce this distinctive look. We will then capture some images with a live shooting demo. During this segment we touch on lighting, composition, and posing. The class will pick some of the captured images and go over the workflow from start to finish in Lightroom and Photoshop. During this segment we show how we use Lightroom to prepare the image for Photoshop. In Photoshop we show the editing steps we take to achieve our character portrait look. We show how we paint with light in Photoshop to enhance the impact of the image, talk about print presentation, and how all of this relates to print competition and how it improves your daily work.

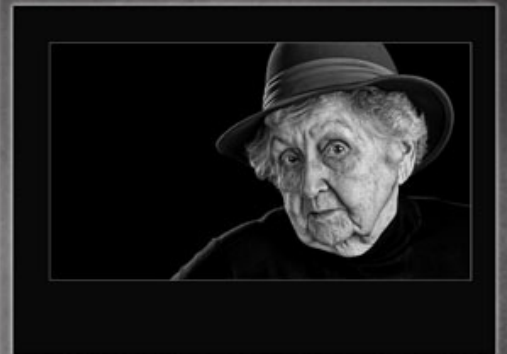
Attendee's will walk away with more creative ideas to offer their customers by creating a distinctive heirloom art pieces.

Visit Mary and Mark's site: <http://www.FusionEdgePhotography.com>

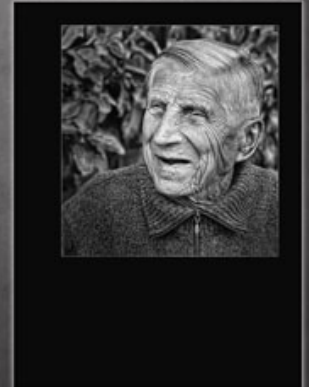
#### MARY & MARK'S BIO

- \* Mary Bortz, M. Photog, CPP and Mark Bortz, CPP
- \* Mary is a 2012 PPA Bronze Photographer of the Year
- \* Mark is a 2013 PPA Bronze Photographer of the Year
- \* Mary & Mark are both 2012 "Top 10 Iowa Photographers"
- \* Mary currently has 3 Loan Prints

# *Character Portraits by Mary & Mark Bortz*



FUSION  EDGE  
PHOTOGRAPHY



Program Sponsored by



# "The Art of Photographing Babies, Children and Their Families"

Monday, September 15th

Mary  
Mortensen

PPA Certified, M. Photog., Cr., API, F-WPPA,

PA Affiliate Judge

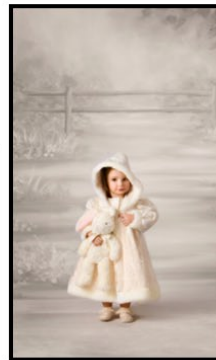
2009 Wisconsin Photographer & Electronic Imager of the Year



Don't just "point and shoot" - anyone with a digital camera can do that! Make your work stand out as a piece of art!

Find your "creative button" and set yourself up to succeed as economic trends and client needs change. Explore your competitive advantage and learn how to play a role in this turbulent time. Staying ahead of the game is imperative and Mary will share secrets to remain strong and viable; such as improving photography skills, marketing, sales and presentation. Transform yourself from a studio photographer into a Portrait Artist. Make your goal to create a timeless art piece for your clients utilizing secrets and skills learned from over twenty years of experience. Explore elements of artistry such as exquisite set design, creative clothing options and how to consult with your clients as an artist to achieve artistic results. Learn how to pose and light even the most difficult subject. This includes examining works of famous painters and artists and their creative techniques by effectively use of lighting, posing and set design.

Learn to achieve artistic results with digital capture and enhancements in Photoshop, Painter and other artistic media. Begin offering your clients a variety of art options and products. Also learn how to prepare your marketing pieces to reflect your image!



Seminar starts at 10am

Location: Evenson Photography

1212 Marine St Green Bay, WI 54301

another fabulous seminar ...  
hosted by the **FVPPA**



Early Bird and Guest Pricing...

pre-pay by Wednesday, September 10th:

Members @\$30

Non-Members @\$40

(pay at the door add \$20)

Bring a guest (any non-member who has NOT attended a FVPPA Seminar yet this calendar year) and save \$10 each.

The FVPPA gladly accepts Visa, Discover, American Express, Master Card and Debit Cards.  
To pre-pay contact Anne LeBouton at 920.787.4894

Program Sponsored by





WPPA Fall Shoot Out  
November 2nd -- 4th 2014  
The Osthoff Resort  
Elkhart Lake, Wisconsin

