

Table of Contents

Chapter 1 - Experience the Joys of a Home-Based Business Without Being Trapped At Home!.....	1
How to Use This Book	
Our Money-Back Guarantee	
Chapter 2 - How to Start a Successful Preschool Photography Career	3
Is Entrepreneurship for You?	
Let's Get Started	
Planning Your Success	
Begin Small, then Grow	
Using the Digital Photo Dollars System	
Master Your Equipment	
Practice Makes Perfect	
Build Your Portfolio for Success	
Chapter 3 - Preschool Photography – It's the Best Job in the World!.....	10
Setting Up Your Business	
Financing Your New Business	
Chapter 4 - Learning About Your Market	13
Your Target Audience	
Your Potential Clients	
Creating a Contact System	
Your "Territory"	
Your Competition	
Setting Prices	
Chapter 5 - Advertising and Promoting Your Business.....	17
Promoting Your Business	
Chapter 6 - Offering Your Services	19
Getting Your Foot In The Door!	
Presenting Yourself	
"Asking for the Order"	
Incentives May Help	
Chapter 7 - Delivering Your Product and Getting Paid	22
The Traditional Envelope and Check Method	
The Modern Cute Candid's and a Credit Card Method	
Enticing Parents	
Producing Your Mommy Please Don't Delete Me Flyers	
Delivering Your Product	
Production Comparison Chart	
Digital Photography Processing	
Chapter 8 - Preschool Photography & Fun, Profits and Plenty of Smiles!	28
Chapter 9 - Expanding Your Business	29
Profiting from Family Portrait Work	
Chapter 10 - Learn the Secrets of a Successful Preschool Photographer!	30
Your Art	
Your Business	
Your Samples	
Chapter 11- The Digital Photo Dollars System Ensures Great Pictures and Happy Parents	34
Chapter 12- 100 Useful Tips & Resources	37
Photographing Children	
Professional Photography	
Digital Photography	
Computers, Printers & Software	
Home-Based Business Support	
Women Entrepreneur Support	
General Business Support	
Sales & Marketing	
Locating Preschools	
Chapter 13 - Digital Photo Dollars Forms, Scripts and Samples	43
Chapter 14 - The People Behind the Digital Photo Dollars System for Success	53

Learning About Your Market

When we talk about “learning your market,” we are referring to your target audience, your potential customers, your “territory” and your competition. As you learn about your market, you’ll be able to create a business that serves your customers well and is profitable.

Your Target Audience

Serving preschools means you have two target audiences to communicate with – the schools (clients) and the parents (customers). Both have different needs and expectations. Your initial focus should be on the decision-maker – the person who will choose you as their school’s photographer. This can be the School Director, an Office Manager or a volunteer parent.

Parents are also your customers. Your “product” and how you present it to them (we’ll discuss this in detail later) determines your sales volume and profitability. School photos are cherished by parents and seen through eyes of love. This means that they are pretty easy to satisfy – even if their little darling didn’t smile. Capture that magical moment and you’ll have done your job!

If you are a parent with a child in preschool, you’ll probably have a good mental image of your target clients (schools) and customers (parents). As you begin doing face-to-face presentations, you’ll quickly learn their needs and objections (we’ll talk about this later in more detail). This knowledge will help you fine-tune your services.

Your Potential Clients

Developing a potential client list is the foundation of marketing your services. You’ll be gathering a variety of information, then organizing and using it for initial contacts and ongoing follow-up.

Below are a few ways to develop your potential client list:

1. Start by telling family, friends and neighbors all about your services and enlisting their help to create a list of preschools in your community.
 - a. This is an excellent method, as you’ll learn contact names and information that can help you secure an initial contact appointment.
2. Check the Yellow Pages under “Schools – Preschool & Kindergarten.”
 - a. This gives you just the basic information – name, address and phone number. You may find it useful to call the school for more info. Don’t be afraid to introduce yourself and ask:
 - i. School Director’s Name.
 - ii. Number of students.

- iii. Do you have a relationship with a school photographer? (This gives you your competitor's name.)
 - iv. May I send you info on my unique services? To whom would I send this? (Gauges interest level and may confirm decision-maker.)
3. Search the Web under "preschool" or "early childhood education" and your city, county and/or state.
 - a. Check local church or synagogue Web sites for religious-affiliated preschools.
 - b. Additional Web-based ways to locate preschools can be found in [Chapter 12](#).
4. Purchase a mailing list of preschools. Mailing lists for specific cities, counties and zip codes can be purchased from national companies such as InfoUsa (www.infousa.com), ZapData (www.zapdata.com) and Accurate Leads (www.accurateleads.com).
 - a. To learn more about mailing lists visit Mailing List Buying Guide at (www.mailinglistbuyingguide.com)
 - b. All business types have a government Standard Industrial Classification Code (SIC code). Use the following codes to locate preschools in your area. The mailing list provider can help you fine-tune your search.
 - i. 8211-03 (Schools-Preschool)
 - ii. 8351-02 (Schools academic preschool/kindergarten)
 - iii. 8351-02 (Schools-nursery & kindergarten academic)
 - iv. 8351-05 (Pre-schools)
 - c. Prices can range from pennies for each listing to several dollars each. Paying more doesn't mean they are "better" lists.
 - d. Determine the source of this information. Don't purchase lists based on phone books. Find lists that have been double verified and look for companies will guarantee their list's accuracy.
5. Play detective to locate preschools affiliated with local charities, government agencies, churches and businesses.

Creating a Contact System

By properly cataloging leads, you'll be able to quickly locate information on callers, mail flyers, keep track of presentations given and schedule follow-ups.

Whether you keep your potential customer information on Rolodex cards, a Personal Digital Assistant or in sales contact or database software, you'll need the following information:

- Contact Name (decision-maker)
- School Name
- Affiliation (church, corporation, etc.)
- Address (including driving directions)

- City, State, Zip (use separate fields in databases for easier sorting later on)
- Phone Number
- Hours
- Personal contact info – notes on contact to refresh your memory
- Referral (where you got this lead so you can thank people and keep track of advertising)

Add and/or use fields for initial contact dates, contact activity and scheduled follow-up dates/times and activity.

A simple low-cost method is to create a tickler system using 3 x 5 cards. Simply rotate cards into predetermined follow-up sections by date so you don't forget appointments and can space out your contact activities to reach new customers.

You'll find resources on popular contact and database software in [Chapter 12](#).

Your "Territory"

Your territory is the geographical area that provides you ample potential customers without driving excessively. Your territory might be several neighborhoods within a major city or an entire county.

- Calculate your mileage costs and add your driving time to determine whether it would be profitable for you to travel to a specific school. Remember your time is limited and too valuable to waste driving excessive distances.
- Take a road map and outline your territory with a marker. Hang the map on a bulletin or corkboard so you can place color-coded pins to signify potential and current clients.

Your Competition

Every community will have freelance photographers and even some specializing in school photography. Learning about their size, services offered and specialties will help you set pricing, prepare your presentations and meet unfulfilled needs.

When researching your competitors, look for weaknesses, areas of your community that aren't being served and other ways you can be unique. With *Fun & Profit with Digital Preschool Photography*, you'll learn about using the outdoors as your backdrop. This fresh approach is just one way to set you apart from the competition.

Don't be afraid of using the "weaknesses" of a competitor to capture their clients. However, never badmouth a competitor. Concentrate on why you are better.

If parents report they are unhappy with the current school photos, use this information to your advantage. If one parent or one school isn't satisfied, you'll probably find others that aren't also.