



Beyond PMS (Panic Marketing Syndrome)

Additional notes

PMS

A cycle of not doing your marketing regularly and consistently that leads to less and less work over time.

Signs include:

- Feast/famine schedules
- Market only when slow
- Stop marketing when you get busy
- Freak out when not "busy"

Not Alone

Large percentage of creatives do this

Large percentage of all small businesses, too

Issues

ADD/ADHD

Generally disorganized/no systems

No business training/education

Underlying depression/mood disorder

Fear

Fundamentally, the main issue quite often

Leads to poor decision-making like lowballing

Control

You ALWAYS have it. You always have a choice in what you do, every minute of every day.

Help

As the old saying goes, a trip of 1000 miles starts with the first step.

Doing something, anything, no matter how small can make a difference.

If the steps in this presentation aren't enough or don't work for you, investigate other sources like:

Coaches (there are even ADD coaches!)

Consultants (both creative/photo and general organizational ones)

Books (organizational ones like Getting Things Done or The NOW Habit, as well as marketing books)

Software/Web (Daylite, good studio management software, Backpack, TaDa—there are many helpful apps)

Goals

What they are, how to set them, and why they matter.

No goals = no direction

People who set goals are more successful overall, no matter what the discipline or definition of "successful" may be.

Work

Changes to your fundamental work habits you need to do today.

Play

A vital part of both work and life!

Life

A few hints to help keep your life/work balance in balance

Slow

Can't control everything—there will be slow days. You can use slow days to improve your business (and yourself) without pain. In fact, fun things are often great for your business.

Rewards

Making simple changes can have profound effects.

Doing even some of the things suggested here will help you to feel better, both mentally and physically and will help your business.

Confidence

STOP apologizing for being a creative. Be proud!

Targets

The most important step in marketing.

Making your BEST list(s) (a simple technique)

VMS

Vision/Marketing Statement

Clear statement about your work that defines the question “What makes you different from every other photographer out there?”

Example:

Jeffrey Jacobs shoots architecture and architectural/design products. His approach is transformative, making the mundane appear stunning and the well-designed quite literally awesome. Jeffrey can find the right angle to reveal the artistry of the designer's work, be that a large structure or a product detail. When the production matters, Jeffrey is the man to turn to. He can produce a shoot with more tools and tricks than anyone could envision, but he also knows when natural light and “simple” is the best choice. From scout to finish, Jeffrey Jacobs is the photographer to reveal your work.

[<http://www.jeffreyjacobsphoto.com>]

VMS can be used externally, but mostly it is the statement to which you hold up all your potential marketing tools to see if they match.

Tools

What is the best tool? Any, if used right.

Most important? Website.

What should you use? It totally depends.

Forgotten Tools

There are lots of things that can be included in your bag of marketing tricks. Many of the really effective ones are often forgotten.

"Tricks"

A few little things to jump-start or improve things you probably already do

Simplify

Have things ready and available before you need them
this makes it harder to "fail"

GPT System (Goals-Projects-Tasks)

Take your Goals and break them down into Projects; break the Projects into Tasks (and subtasks, even)
(Examples provided)

Small bites = big results over time

A Week of Marketing

Monday 10:30-11:00	write/send Thank Yous to last week's clients
Monday 11:00-11:30	phone calls
Tuesday 9:00-9:30	phone calls
Tuesday 9:30-10:00	upload 3 new images to website
Tuesday 2:00-2:30	write/send "updated site" email
Wednesday 9:00-10:00	meet with designer about new promo series
Wednesday 11:00-11:30	select/email images for promos
Total: 4 hours, 6 tasks accomplished, done by Wed. noon	

Choice

Each time you feel like you are not in control, remember you make your own choices every moment

Results

What good stuff you can gain

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