

HOW TO GET HIGH-QUALITY PHOTOS FOR MARKETING MATERIALS



The SpeakerCareer.com Kick-Start Guide

**The final
ingredient to start
your marketing
machine!**

Overview:

The three types of photos you'll need and the least expensive, most creative ways to get them.

Background:

It's time to get you some photographs!

These are absolutely required. First, they will go in ALL of your marketing materials (website, brochures, social media, etc.) and they will also go to various other places (the printed program of the events you're speaking at, bureau and speaker listings, press releases). It's the quality of your photographs that will cause meeting planners to either say, 'mehhhh...' or 'yeahhhh!'

You obviously want them to say 'yeahhhh!' So, let's talk about the three kinds of photos you need and how to get very high quality versions of each.

Three Kinds of Photos You Need:

1. Headshot

A picture of your unobstructed face. Typically from the shoulder blades to above your head.

2. Action Shot -

You doing your 'thing.' Photos of you doing your 'hook.'

3. Live speaking photos

Shots of you in action.

As your career progresses, continually upgrade the quality of photographers!



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Module 10 Action Guide

How to Get Your Pictures

1. Craigslist

Similar to finding videographers. See ad copy at end of this action guide.

2. Instagram.

Find local photographers and contact them directly via Private Message (PM) to ask if they're available.

3. Meetup

Contact the organizer of photography clubs, asking if someone in their group is available for hire and a good fit for your needs.

4. High School and University Photography Clubs and Classes

You can't get a better value than a passionate student photographer who is eager to get started.

5. Live Audience Social Incentivizing

Make a contest during your speech so that the first 10 Instagram posts will get a free copy of your book (or something.)

6. DIY/Self Portrait

This is probably the fastest and cheapest, but I don't recommend it as the lighting and quality of your shots probably won't be very good.

7. Search Facebook for Local Photographers

You'll be surprised. Photography is an enormously popular hobby and certainly you know someone who is a photographer. Type into the Facebook search bar: "Friends in (your city, state) who like photography."

Eg: *Friends in Las Vegas, NV who like photography*

If that doesn't work, just search, "photographers in (your city, state)."

8. Skitch

Download the computer program and you can then take still-frame shots of any video footage you have, including the footage from your 'value-exchange' speeches.

Action steps:

(complete before moving on to the next lesson)



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Module 10 Action Guide

☐ Inventory the photos you already have.

Do you already have great-looking pictures? Use 'em!

☐ Decide what you're missing.

☐ Choose one of the 8 methods to get those missing photos.

Go get 'em!

☐ Read the articles that you deem fit.

<http://www.backstage.com/advice-for-actors/backstage-experts/7-tips-better-headshot/>

<http://www.sitebuilderreport.com/blog/how-to-take-your-own-professional-headshot-with-an-iphone>

http://www.istockphoto.com/forum_messages.php?threadid=177281

☐ Watch this video covering how to take still-frame shots with Skitch.

https://www.youtube.com/watch?v=hG_ez5oqkvg
