

Action Guide - Module 10:

HOW TO GET HIGH-QUALITY PHOTOS FOR MARKETING MATERIALS



The SpeakerCareer.com Kick-Start Guide

The final ingredient to start your marketing machine!

It's time to get you some photographs! What we're going to do now is get three specific types of photographs that you need. Before we can build your website we need...

Number one: a headshot.

This is a picture of your face. Typically, these are from the collarbone up. The reason you need this shot is because when you get printed in programs and brochures for conferences and events, they want to have a 8 x 10 photograph of you (those proportions).

They need that shot of you to put it into their printed material. They'll have a photograph of you, then the title of your keynote or workshop. The description will be under that. They always want that photograph right there. Sometimes they use the headshot. Sometimes they use the second item that you need to get for yourself which is an action shot.

Number Two: action shot.

This is you doing your hook. For me that's photos of me climbing and mountaineering. For Ruben Gonzalez that's photos of him luging. For an Olympic athlete, they would be doing their sport. For a missionary in the Congo, these are of her handing out medical supplies.

Whatever your hook is, you need photos somebody can look at it and say, "that's what that person does. That's what their hook is." There's no need to explain what's going on in that picture. You need action photographs.

Number three: speaking photos.

The last thing that you need is photographs of you speaking. Don't freak out. You're like, "I already did my seven talks!" You might be thinking, "oh no! I didn't get pictures." You did. You filmed your video. The way

that we take pictures from the videos is by scrolling through the file on the computer and using an app, it's a free app owned by Evernote, called Skitch.

It plugs right into an Evernote account. All you have to do is go to the exact frame in your video that you want your photograph of you speaking. So you can go by like a 10th of a second to the perfect frame. Then you blow it up, making it full-screen on your desktop or on your laptop. Make it in the largest resolution by taking over your whole screen. Then with Skitch, there are keys you go, blip, blip and you capture your entire screen. Now you have a high resolution photo of you speaking. So, from your seven talks and the various video footage that you have, you just go through and get your favorite snap shots.

So that one is pretty easy and taken care of. As you move forward you're going to want to transition towards getting a full-time hired photographer that can work in low light settings and get really cool pristine photos of you. The reason I didn't have you hire a photographer for your seven talks is because you want to have a really cool stage where you get these ones done from. So don't worry if you feel like I let you down there. I didn't. I had a plan for you. Right now we're just going to take still frames from the videos. Actually, the majority of my speaking photos are just still frames from video.

Let's talk about how to get your other two types of photographs.

There are a bunch of methods. I'm going to list them off now.

The first one is with Craigslist. I have a whole lot of success with this. I'm going to post below this video a template that I post on Craigslist asking for photographers to take headshots of me. This also works for action shots. I've had people volunteer themselves for free to take photos of me rock climbing because they want that experience. They want to be able to post it to their Instagram and social media. I've had people take photographs of me, for free, of me in the water kitesurfing. That has nothing to do with my speaking career but I was just like "hey, I wonder if I could get some cool free photos." Boom! They come up and they take photos of me kite surfing because they want to have that for their Instagram and whatever accounts on social media.

I get great photos that I'm allowed to use, they get great photos that they benefit from. It's a win-win situation. Especially for people on a budget or for cheapskates like me, this works out fantastically. Again, I'm going to post again templates that I've used. Feel free to adjust them and get your photographs done on Craigslist. There is awesome talent out there. Just know that you're going to get a lot of responses, so be willing to filter through and check out people's portfolios.

Next, Instagram is a really cool way to find photographers. All you do is go to Instagram and search for photos by your location (or by the hashtag locations near you) and you'll find photographers who are in the area. Now you've got (multiple) great quality photographers. You love the work that they do because you can see their entire spool in front of you. You contact them directly and see if they are indeed available for hire.

**Take still-frame
snapshots of your
speaking videos.
Voila! You have
live speaking
photos.**

The next great way to find photographers is back to our old Meetup.com group. There are photography and videography Meetup.com groups. If you contact the organizer and say, “hey here’s what I’m up to. I want to get these specific shots done. I need a headshot. I need an action shot (if you don’t already have your action shots). Do you have anybody in particular that would be able to come do the shoot?” Now they have their entire meetup.com list that they can either email or refer you to somebody that’s going to do a bang-up great job.

You probably already guessed this one, but you can contact high school and university media clubs and classes the same way you did to get videos filmed. There are awesome high-school-aged photographers and there are awesome university-aged-photographers out there who are going to be passionate about giving you a great product. They want to build out their portfolio. I truly believe that you cannot get a better value than by hiring a high school or university student to take photographs and take video for you. In general, they’re going to be better than anybody who (this really is an age stereotype) is above the age of 45 or 50. Kids just have better like grasp of this technology because they were born into it. They were born now with a PlayStation 4. You know what I mean? They grew up with it. I grew up with an 8-bit Nintendo and the Atari. They are just better than I am at all tech. I just want to leverage that stereotype and utilize their ability and their skill. I suggest you lean towards youth when it comes towards photography and video.

The last methods are do-it-yourself methods for getting photography. You can incentivize a contest in your talks. Say, “if you post one of the first 10 Instagram photos of me speaking here today, I have X and Y prizes waiting in the back of the room for you. Just come up and show me your phone with your Instagram post.” There you go. Now you’ve got a bunch of photographs. Those are a little bit harder to pull off unless you go to the desktop (or perhaps have an app or software to download the photos).

Do whatever it takes to get great photos. They represent you!



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The last one is self-photos. I went to one of Brendon Burchard’s seminars.

He talked about how for his very first headshot, he couldn’t find clean pants or something like this. So, the photo it was just him in his underwear with a button-up shirt. And he had somebody just angle from above him and he looked out the window to get the light on his face. He didn’t have professional lighting. It was just a friend with a point-and-shoot camera. That person shot a picture of his face looking like gazingly and inspirationally off into the window. The light came on his face just right and that was his like classic Brendon Burchard. I’m thinking an inspired sort of look. And that was the photo the headshot that he used for years and years. All with no pants.

Let me put it this way: the quality difference between somebody who knows what they’re doing with the camera and you taking a selfie shot is enormous. Unless you just have a stroke of luck and genius like Brendon did in that single shot... I would recommend going the professional route or going with someone who knows what they’re doing.

Last thing that you can do is a Facebook search for friends who are interested in photography. And I’ll write out the exact phrasing to use. But the search bar in Facebook is surprisingly powerful. You can narrow down friends in your city who or have photography as a passion and an interest.

Then you will see just what I mean by the pool being diluted. You probably have three or four great photographer friends who have their photography studio and a business. Contact them. “Hey, here’s what I’m up to. Would you take photos for me? How much would you charge me?”

If you can offer them some sort of value as a trade. Or, if they owe you a favor, great. If not, offer to pay them. Don’t shortchange them for their service. That’s it. Those are plenty of great ways to get your photographs taken.

What I want you to do, right now, is inventory.

Do you have a headshot? Do you have an action shot of you doing your thing? Do you have live speaking shots? If not, choose one of these multitude of methods that I have given you and dedicate to going through that whole photo shoot so that you can use these as we build out your website moving forward.

These photographs represent you, and you’ll need all of them, so make sure you don’t skip this step. Get all three. The headshot, the photo of you doing your thing, and live speaking shots.

As a final word, bring multiple changes of clothing to your shoots. You’ll see that just even in this video, I’ve worn multiple different shirts. They completely change the tone of color that goes into my face. They completely change the quality of the video. The black shirt that I wore in the “constructing your keynote” video washed me out completely. This red shirt brings a vibrancy and a light to my face. You can just visually see the difference that different clothing creates. I’ve brought five and six different mountaineering jackets to outdoor photo shoots. The one that I would think would work the worst is the one I end up going with. So make sure you have different changes of clothes that you can get into for various backgrounds and situations. A great photographer will be able to guide you through what colors pop and work well with your skin and on the various backgrounds that you’re working with. So, bring multiple sets of clothes.

Get these three sets of photographs and I’ll see you in the next module.

As with all self-improvement, first be realistic about where you are at. Then, fill in what’s missing or needs improvement.