

40 Ways To get Your Business Photo To Bring In More Business

**By
Robert Provencher**

Westmount Photography

705 566 2344

www.WestmountPhotography.com

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YOU BUSINESS PORTRAIT IS A VERY IMPORTANT LINK TO YOUR COMMUNITY AND THE IMAGE YOU PROJECT.

It will give everyone a very distinct impression about who you are.

That is why you should always use a quality portrait with a
professional and friendly "look" and "feel" to it.

No harshly light, take-it-at-home-against-the-wall snapshot. Or the "going-to-jail" look of a passport photo. Or cheesy looking props like a telephone handset in the portrait that says "Hey, I'm too busy to have my picture taken, look, I'm on the phone".

Nobody buys this and they often wonder about the credibility behind a less than professional picture.

Before we get into the 40 ways you can use your business portrait can bring in more business, read what presentation gurus George Torok & Peter Urs Bender author of "**Secrets of Power Marketing**" have to say about using business portraits:

"reprinted with permission from Secrets of Power Marketing by Peter Urs Bender & George Torok

For more info visit www.PowerMarketing.ca "

"When you use your picture on flyers, cards, or stationery, get it professionally done. But don't change your appearance so much that clients don't recognize you when they meet you.

Have you ever seen someone's photo in a brochure or article and then later met them in person? Did they look the same, or were they ten or twenty years younger or older than their photo?

I believe it's better to hear someone say "You look so much younger than your picture, Mr. Bender," than it is to hear, "You look much older than I expected!" To accomplish the former, I used to sprinkle powder in my hair before having photos taken, to emphasize the grey. I can use those pictures for years and they still look current."

This advice comes from two of the leading marketing and presentations experts in the country. Do consider these points carefully.

Even a quality professional portrait can have a negative impression on the viewer if your look is too radically different in a portrait compared to the real you.

HERE ARE 40 WAYS TO MAKE YOUR BUSINESS PHOTOGRAPH BRING IN MORE BUSINESS.

#1- You photo on your business card will help everyone remember you. Just like a miniature billboard. You can really enhance it with a headline that states your U.S.P. (Unique Selling Promise...more on this later...). Have a look at all the cards you've collected from others. Any of them stand out? A photo, along with your promise will make an impression that will last.

You can create quality, full color business cards at very reasonable cost, by contacting:

Photo Imaging Plus Inc.

2500 Williams Pkwy E. #4 & #5

Brampton, Ontario

LG5 5M9

1-800-667-9645

1-905-791-3377

They have the best price and quality I've seen anywhere for color printing. I've used them several times with much satisfaction.

#2- Put your photo or a picture of your product on a roller file cards. Do this for those clients who keep roller-file cards. It'll stand out.

#3- Your letterhead should have your photo. Tests in the direct mail industry prove that a letter with the writer's photo is more personal and more memorable. This type of letter has proven to be a very effective tool when you are creating a sales letter.

It's simplicity should not be underestimated for it's sheer power to grab a persons attention.

I use mine in all my letters and would gladly show you a sample.

I know it works and creates a dynamic difference.

#4- Newspaper publicity release. You have two uses here. One for the "Who's Doing What" column and the other to give the newspaper editor interest in the possibility of writing a feature article about you.

You can send your well written release to local papers in the cities where you have customers.

#5- Local Business Papers. Same rules apply here.

#6- Trade journals and National Business Papers. Not as many of these types of papers and trickier to get a feature.

#7- "New Products" section of trade journals and trade newspapers. This is the ideal place for information about your product or service. Use a product photo for product releases and your photo for releases about your services. Even if your product is not new, these publications will publish articles about them if it is new to them and their audience.

#8- Release to all national media. If your story is worthy of national coverage, send a release to the Canada News Wire. Here are all the address's:

WEBSITE ADDRESS: www.newswire.ca

TORONTO

Suite 1500
WaterPark Place
20 Bay Street
Toronto, Ontario
M5J 2N8
Tel (416) 863-9350
News Fax (416) 863-9429
Fax (416) 863-4825
Email cnw@newswire.ca

OTTAWA

Suite 402
102 Bank Street
Ottawa, Ontario
K1P 5N4
Tel (613) 563-4465
News Fax (613) 563-0548
Fax (613) 563-1520
Email david.milliken@newswire.ca

VANCOUVER

Suite 1003
750 West Pender Street
Vancouver, B.C.
V6C 2T8
Tel (604) 669-7764
News Fax (604) 669-4356
Fax (604) 669-3395
Email larryc@newswire.ca

CALGARY

Suite 835
Gulf Canada Square
401 9th Avenue S.W.
Calgary, Alta.
T2P 3C5
Tel (403) 269-7605
Fax (403) 263-7888
Email michele.dauphinee@newswire.ca

MONTREAL

Suite 3310
1155 René-Lévesque Blvd. W.
Montréal, Quebec
H3B 2J6
Tel (514) 878-2520
News Fax (514) 878-9985
Fax (514) 878-4451
Email scmtl@newswire.ca

QUEBEC

401, rue Grande Allée Est
Québec (Québec)
G1R 2J5
Tel (418) 522-7110
Fax (418) 522-3823

HALIFAX

Suite 210
1801 Hollis Street
Halifax, N.S.
B3J 3N4
Tel (902) 422-1411
Fax (902) 422-3507
Email jgallant@newswire.ca

#9- Use your photo as part of your publicity package for an intro into television. Like magazines and newspapers, television is looking for interesting material for their audience.

They are looking for something selfless from you that will attract readers and viewers. Your news release needs to be written to show how you can do this for them. And you need to send it to the producer.

If they call you, they will ask you a few questions about whatever in the release interested them. Don't just answer with a yes or no. The producer is looking for someone who will appear articulate.

#10- Use it for an intro into radio. Same rules apply here.

#11- Use your photos in the yellow page ads. It'll make you stand out from the crowd. This is especially true if you are a professional. It'll make you look more personable and people will feel like they know you.

#12- Your photo should appear in your newspaper and magazine ads. Put your name and face everywhere. You become the expert; you become the spokesperson for your company when your photo appears in your newspaper advertising.

And just as with your letterhead, your photo makes your advertising more personable and memorable. Tests prove that advertising with a photo in it attracts more attention.

Readers actually look at the photo before reading the ad.

Because it works as such an effective attention getter, include a caption with your USP under it.

#13- Try your photo on Transit advertising. Have you ever been driving or stuck behind a bus? Works, doesn't it?

#14- Always use your photo in the cable classifieds. Watch them yourself and notice which ads stand out more. The ones with a photo.

#15- Billboards. You can reach an entire city or section of a city by strategically placing a billboard ad, with your photo in it, and thousands of drivers will see it. The trick? It must catch their attention and be read in only a few seconds. A photograph is the best way to catch attention.

You might even consider a flying ad or blimp. You can fly it above your place of business and use your photo. You'll definitely stand out since not too many use this form of advertising with a photo on it.

#16- Use bus benches and shelters. This is more affordable than a billboard, yet a very effective way to be seen by thousands daily.

#17- Do you have trucks or vans in your business? Why not use your photo or your staff's photo on the vehicles. It's space you're paying for anyway, the only extra cost would be getting the image on the vehicle. How many do this? Why not consider it.

#18- Everyone reads picture postcards. A postcard with a picture screams for attention. These can be mass mailed at very affordable prices. Call your local post office for rates and you'll be surprised at the information they have and their willingness to help. Color is always much more impressive, but black & white postcards are more economical. Call the number for Photo Image Plus, at the start of this report, for the best quotes on color postcards I've ever seen anywhere. David Ogilvie in "Ogilvie On Advertising" write: "Advertising in four colors cost 50% more than black & white, but, on the average, they are 100% more memorable. A good bargain."

#19- Add your photo to 8-1/2 by 11 inch sales sheets. Tests show that photos with a caption under them draw the most attention and customers always read the caption. Make the message on your product sheet more personal and powerful by adding your business portrait with a quote from you or your USP as a caption. You are the expert. With your photo included on color sales sheets (catalog sheets) customers will relate your product to you and believe your integrity.

#20- Include your photo on a catalog of your products and services. Even a menu (if you have a restaurant). Why not??
Be the first and be different. *The personalization works.*

#21- Publishers put authors' portraits on book covers for several reasons. The first is attention. Notice how people choose a book from the shelf at the bookstore. They pick it up, read the front cover, then read the back cover before opening the book. Then they go back to see the author.

More and more author's photos are appearing on the front of new books because publishers know photos attract attention. Their books must compete with thousands of others on the shelf, and a book must grab attention before a customer will even pick it up for a closer look.

An effective way to be recognized as an expert is to publish (yourself or through a publisher) your own book. Your book will need your publicity photo on its cover. You catch attention.

#22- You should always use your photo on your brochures. This establishes you as the spokesperson for your product or service. Your well written brochure tells customers your USP so they know why to buy from you instead of your competition. Your information brochure with your portrait gives potential customers the way to remember you and your company.

#23- Put tiny photo stamps on everything that doesn't already have your photo. They look like postage stamps, only they have your photo on them. Put them with your return address on envelopes. Use them on letters that don't already have your portrait. Use them on manufacturer produced brochures and advertising pieces.

Place one next to your signature on letters.

#24- Direct mailers. Whenever you send out sales letters in great quantities, have the printer include your photo on the letter.

#25- Include your photo on any premiums you give away, such as coffee mugs. Everyone loves receiving something for free and premiums are just that. The real trick to making it work is to give a premium that is not part of what you sell. It is an "extra".

Premiums, also known as incentives or advertising specialties, come in many shapes sizes and prices. Many companies that sell these can silk-screen your photo on the mug, key holder or letter opener you are giving away as a premium.

You want to be remembered, don't you?

#26- Try trading cards for trade shows. Here's one of those nutty things that get remembered at trade shows. Kids, and adults, love trading cards- baseball, hockey. Use this memorable give-away at convention, trade shows, displays etc....

#27- Give out photo buttons showing your photo or your product's photo and USP. People running for campaigns use these all the time. Why? Because they work and they get attention. Perfect for sales rallies and whenever you want to keep your product in front of your buyers.

#28- Mail your photo and a cover letter to all public, civic, and business groups you can find in your community. Many are always looking for speakers to give their members some interesting and useful tidbit.

You entertain them, you gain customers.

If the public speaking bug really gets you, use your photo and release information to print a brochure or flyer about your program.

#29- Always use your photo in your newsletter.

#30- Use your photo as part of the packaging or wrapping for your product. Or use a symbol, logo or slogan. Even if you ship a product manufactured by someone else, this will make instantly stand out. You'll be recognized and remembered.

#31- Use photos on a sales motivation wall at work. This in-house tool adds more power and admiration to the honor of being on display.

#32- You will need a photo for your trade association roster.

#32- Keep your managers and sales team in the public eye by displaying their photos in a high-traffic area such as a reception room. Use these same photos in your ads.

It'll make it more personable and friendly.

#33- Put an outrageously large photo on the outside of your building. You will be noticed.

#34- Do you send thank you notes? Put your photo on all notes. Put you sales team photos on all their thank you notes.

#35- Send out "Hello" notes with your photo on it. Want to really be remembered after an interview or a meeting with a prospective client? Try this simple yet powerful trick.

It works. Add a small comment about the meeting.

#36- Put your photo on T-shirts. You can make these in small quantities by using a color copier and printing them onto special iron-on paper. Or larger quantities can be produced by your local silk-screen shirt company.

#37- Your photo should be on any calendars you give out. You can also include a photo of your place of business and/or your staff.

#38- Keep time with your photo on a watch face. Many companies advertise that they can add your logo to a watch. Why not a photo? Interesting gimmick that might have useful applications.

#39- Use you photos on playing cards.

#40- Of course you would always use a photo of the president and board members in an annual report. This helps build trust in the decision makers and makes a corporation look friendlier to the public and to stockholders.

Be creative. You can use your photos anywhere people will see it. Customize you own ideas or use any of these ideas. Not all of them will work for everyone, but photos will **always** make you *stand out from the rest of the advertising that floods the market daily.*

Especially when you create a powerful and clear USP to go along with it.

If you have any questions regarding marketing or advertising and promotions, I will be glad to offer you any help that I can. I am known as a marketing maniac and am well versed in the creation of advertising that works!



Robert N. Provencher

YOUR USP

WITH A CLEAR USP YOU CAN MARKET YOURSELF AND YOUR BUSINESS WITH CERTAINTY, CLARITY AND A GREATER CHANCE AT SUCCESS THAN ANY OTHER PLAIN JANE, RUN-OF-THE-MILL, DIME-A-DOZEN BUSINESS OUT THERE.

Why your USP is the most important thing you have going for you!!

Do this very simple exercise.

Sit down with pen and paper and write down ten to twenty reasons why *anyone should do business with you*. If you can't think of at least ten either you're not trying or you're in deep trouble. Do not, I repeat, do not put reasons such as "Been around for twenty-seven years" or "located at such and such a location".

These don't count.

Nor do reasons that only inflate your ego (ego, by the way, being the biggest, baddest roadblock to achieving maximum effectiveness in marketing business's).

From the list pick out the most important reasons why anyone should do business with you and not any other of your competitors. (Your competitors hold the key, by the way. Find out why people go to them, and do that same thing, only do it better. Don't try to re-invent the wheel).

Put these reasons to the top of the list and you're beginning to see the very basic ingredients to your USP. Creating your USP will not only broadcast these reasons that make you stand out, but will also work hand-in-hand with your promise. Your guarantee. That *something* that is so clearly spoken that it is easily understood quickly and specifically.

What your USP is not. Most advertising out there is witty, cute, funny or too original. It has been proven over and over again, throughout many generations of tested advertising, that none of these things are effective. The only true measure of an ad is whether or not it gets a measurable response and profits.

Nothing else matters. All successful business's originated from a basic premise, a basic philosophy, a USP. Unique Selling Promise.

And this permeates all directions that the advertising takes. Your USP will be very clear in what it states. Don't worry that it sounds weird or stupid at first, as long as you are stating your uniqueness.

Once you've done this exercise, it's time to start creating a statement. Not to be confused with a mission statement, or a goal. This is what the buying public will read and be able to clearly understand why they would benefit from dealing with you. It must be specific and it must make a compelling promise. In other words any prospective client will say "Really, how do you do that?".

Examples: Here are vague and ineffective USP's that we see all the time. They make no compelling promise or state why you should business with them. Or at least consider doing business with them.

"I can make your dreams come true" or "Fifty years in business means a great deal" or "We really care" or "You'll be glad" blah, blah, blah....

These are a few examples of a few USP statements that floods the market and the consumer everyday. These are virtually useless and lacking in any effect or credibility. Even professional copywriters and advertising agencies are guilty of this horrible marketing blunder.

Your USP must come from deep inside the truth and passion that drives you and your service.

All USP's must have:

- ◆ Something unique that prompts the response: "Really, how do you do that?".
- ◆ It must be clear, concise with meaningful specifics and never hollow generalities.
- ◆ Your Unique Selling Promise must communicate an emotional want in a way that makes an emotional connection. This way people will want to find out more.

Note: Not all USP's should take in your entire business or what it is you may ultimately sell to the client. It may be a specific that is a *stepping stone* to your main product or service.

People understand this and generally appreciate it.

Example: An accountant can state in his/her USP the following:

"How to live a \$75,000.00 lifestyle on a \$40,000.00 budget!"

...cont/

This is a compelling USP that gets them to ask "Really, how?" and the accountant will be able to make other accounting services available to those prospective clients.

Another example: My own USP is as follows:

***MY PROMISE TO YOU:**

The portraits I make for you and your family will meet
or exceed your expectations. Absolutely love them or your money back.

No questions asked. No hard feelings either.*

Robert N. Provencher

My USP is designed to make a statement and a promise that is designed to attract my main prospect: Women. It has been well thought out and speaks to them. I use it in my yellow page ads, my business cards, website etc.....and usually include my photo beside it.

Since women make up about 90% of my clientele, I wanted to address their main concerns and fears.

It speaks to them and doesn't make hollow or meaningless statements or generalities.

I researched long and hard to create this and you should too. It takes time and discipline to create an effective USP but it can do wonders for your business and for your marketing. I back mine up with reports on creating the perfect portrait and decorating with portraiture. These themes all lead to my ultimate product: portraiture. I also researched long and hard to create a strong USP. I looked at what others in my field are doing and no one that I could find had any kind of USP. I even researched yellow pages from around the world at the Toronto reference library and my local library. I was surprised that so few portrait photographers used this incredible marketing truth and I know that I stand out from the crowd.

Please don't confuse any of this information with any form of trickery and illusion. Your USP and your business marketing should always be based on truths. There are no magic formulas or effective ways to use less than absolutely honest marketing strategies. If you've attempted to misguide anyone, it will *always* be exposed and will tarnish your reputation as a credible person to deal with.

If you have any questions feel free to call me. I will be glad to answer your inquiries and offer any guidance.

Remember to stand out from the crowd, discover your most powerful marketing tool. You USP.

To get business today, you need to clearly understand what business you're in,
and how to adapt your marketing to a new world of *relationship selling*.

To motivate people to do business with you, you have to learn how to connect with their psychological triggers that cause people to see you differently.

Robert N. Provencher
MASTER PHOTOGRAPHIC ARTS
AND
MARKETING MANIAC