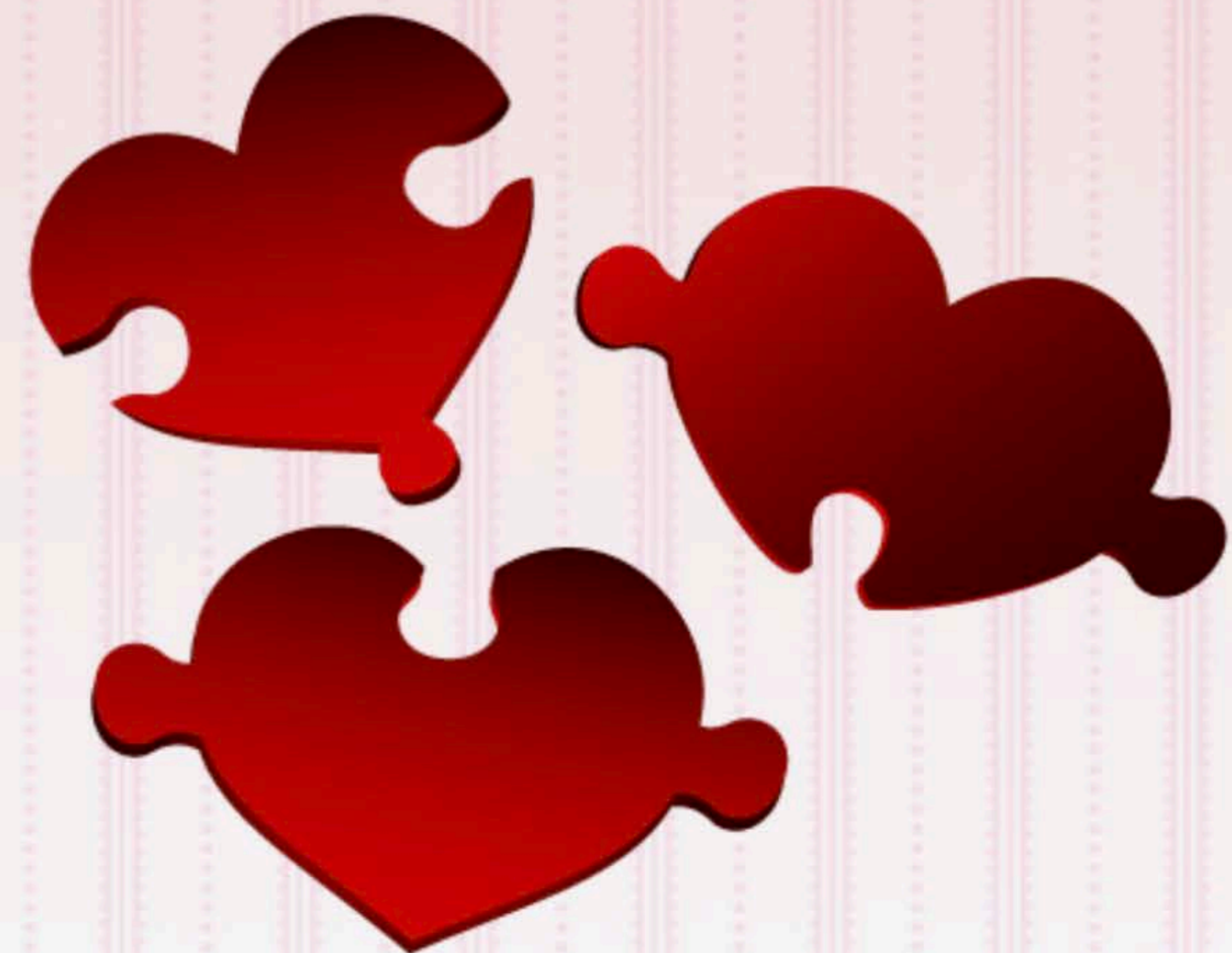


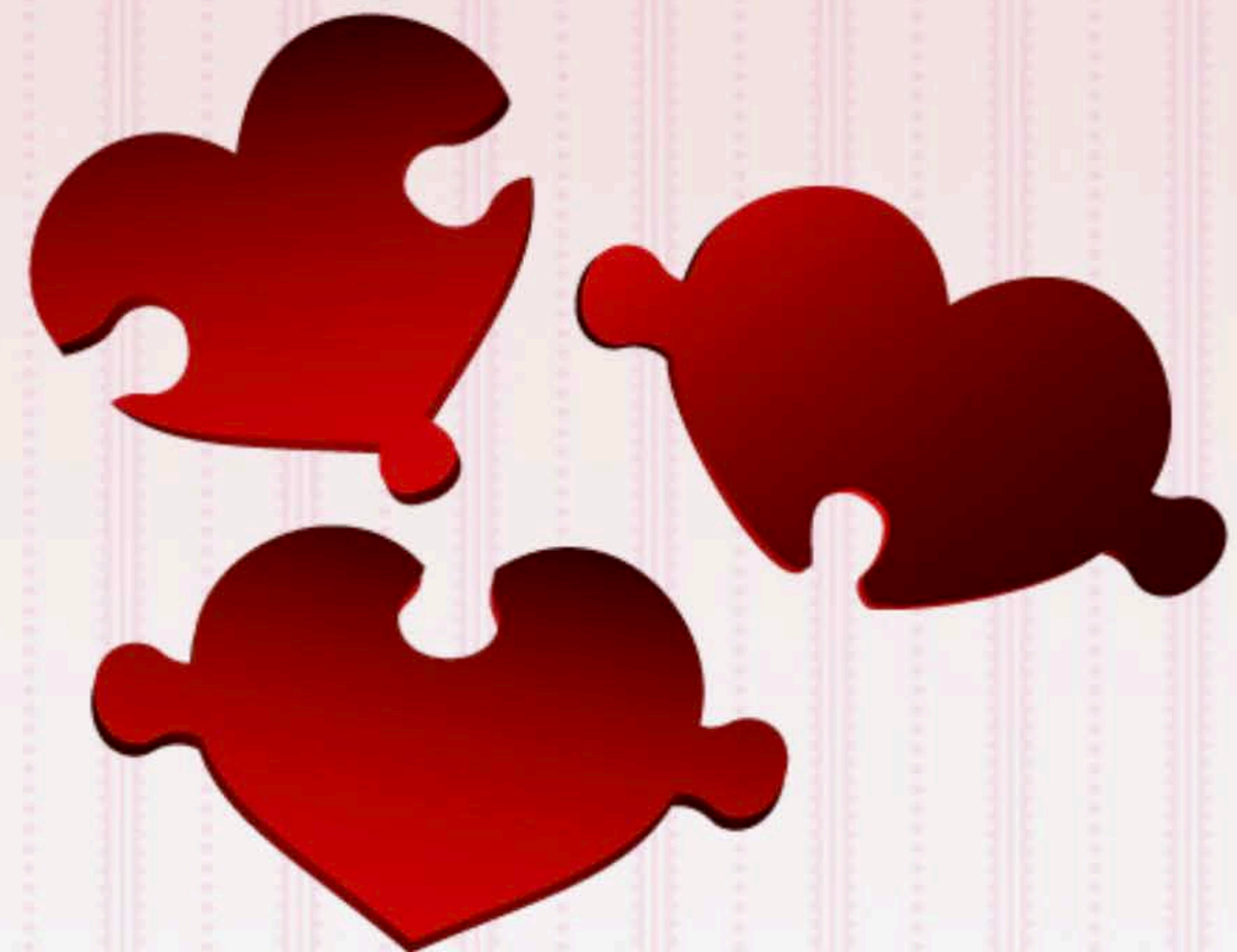
Where are you looking...vs where I am looking?

- Vets
- Groomers
- Pet Shows
- Dog Trainers/Daycare
- Personal Projects*****
- Networking Groups
- Church
- Event/Fair-Gala/Auction
- Social Media
- Police/Recue K9
- Rescue Groups



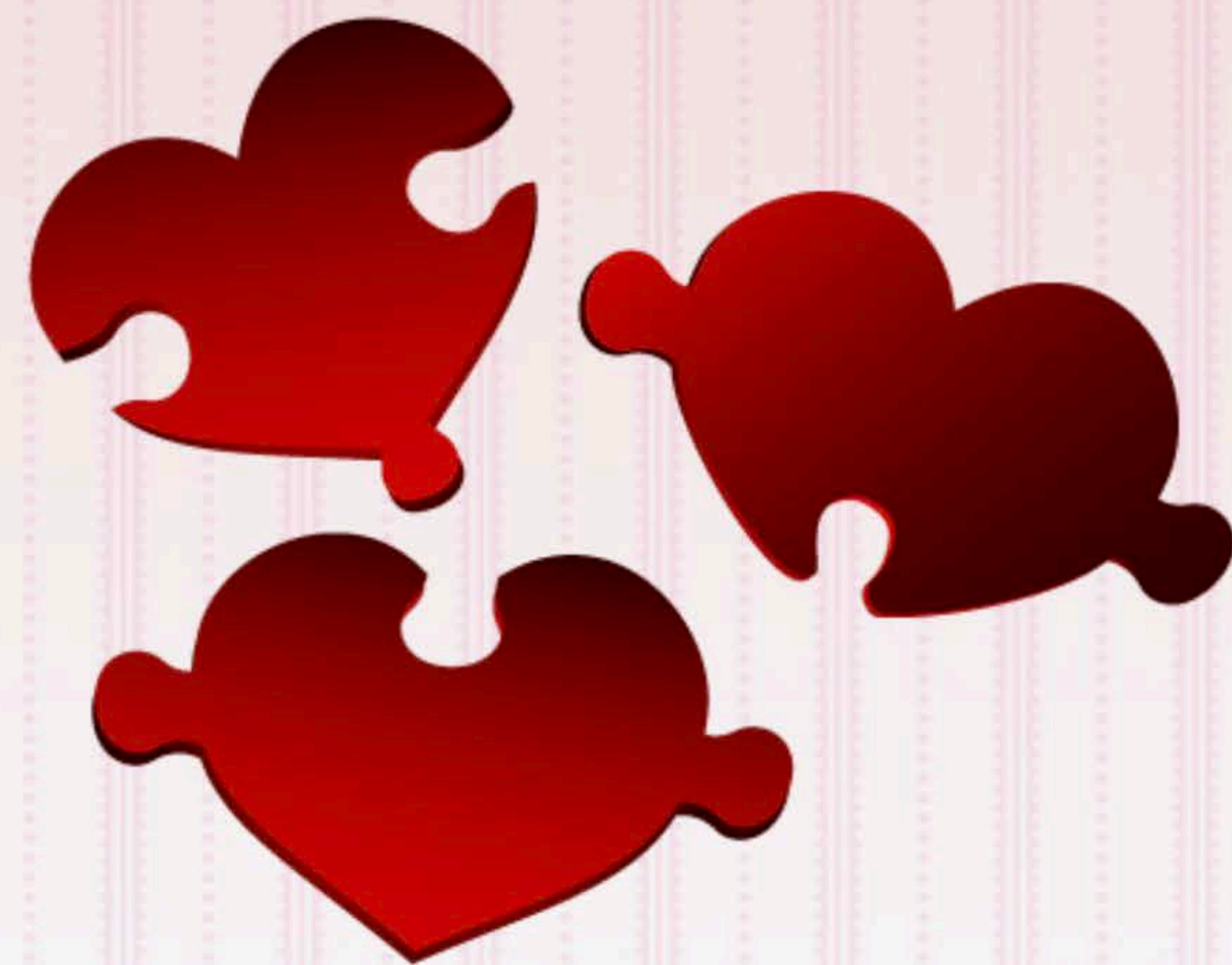
Vets- large and small animal

- There has to be 100's in your area...make nice with one and see if you can find ground...if nothing else...use your own...



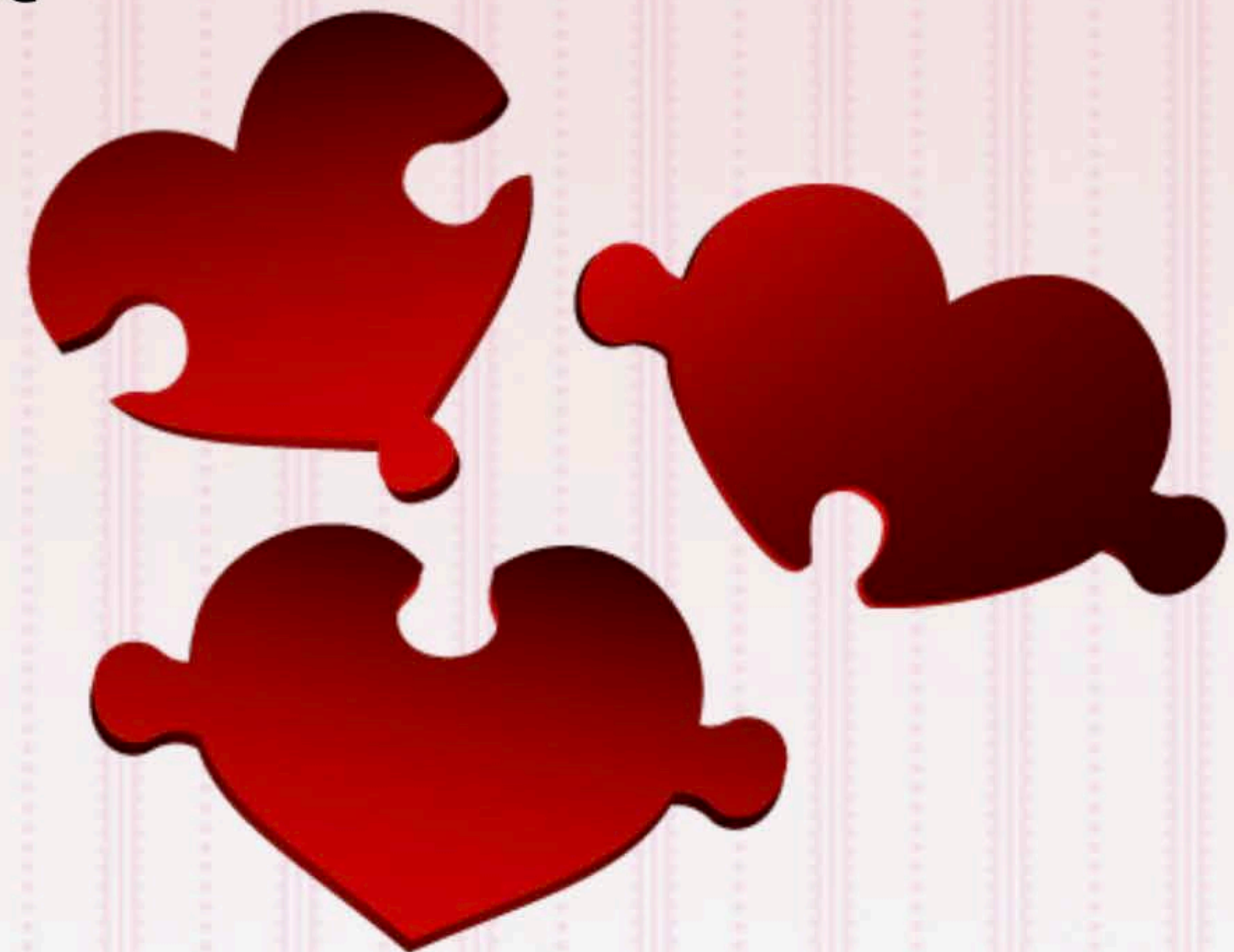
Groomers

- If you don't have one, ask your clients who they use and reach out to say you'd love to put Mrs. So&So's pooch or kitty up as pet of the quarter...at no expense to them, just the space for a print and cards. That way, the groomer can be thinking of ways to get their work in front of the public on website, social media etc.



Pet Shows

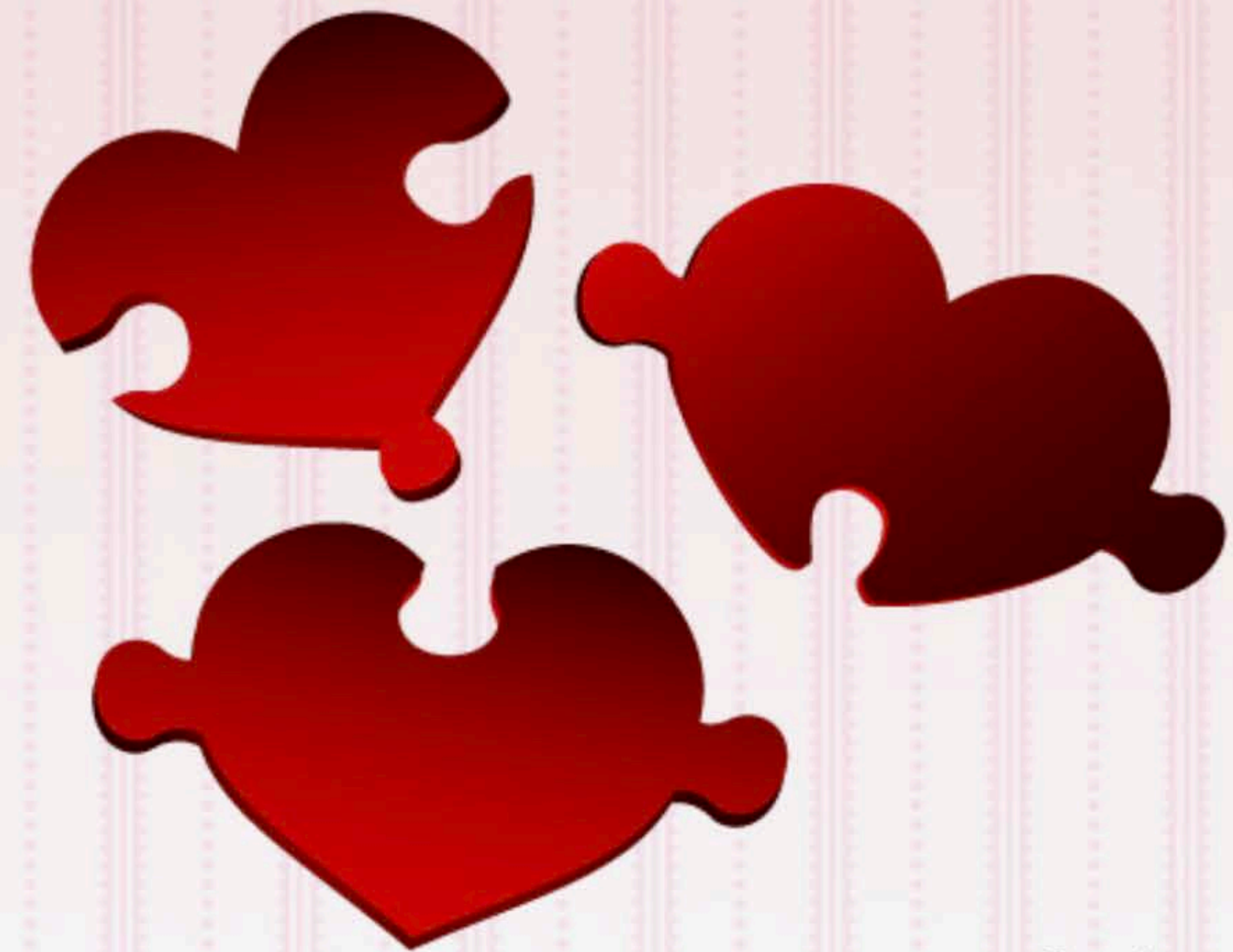
- Horse shows/4h, Rodeo
- IF you want, reptile, bird, livestock, exotics shows happen year round near everyone...pay your fee, take some very nice cards...find a dealer or owner who likes showing off their pet.
There could be your next client or competition print.



Pet Trainers-Doggy Daycare

- IF people have money for daycare, then they have money for you...find the nicest one or two, like them on Social Media.
- Call or drop by one day to see the space and ask to meet with the owner/manager or make an appointment.
- Have your elevator speech ready.

AND have an iPad with images



Personal Projects

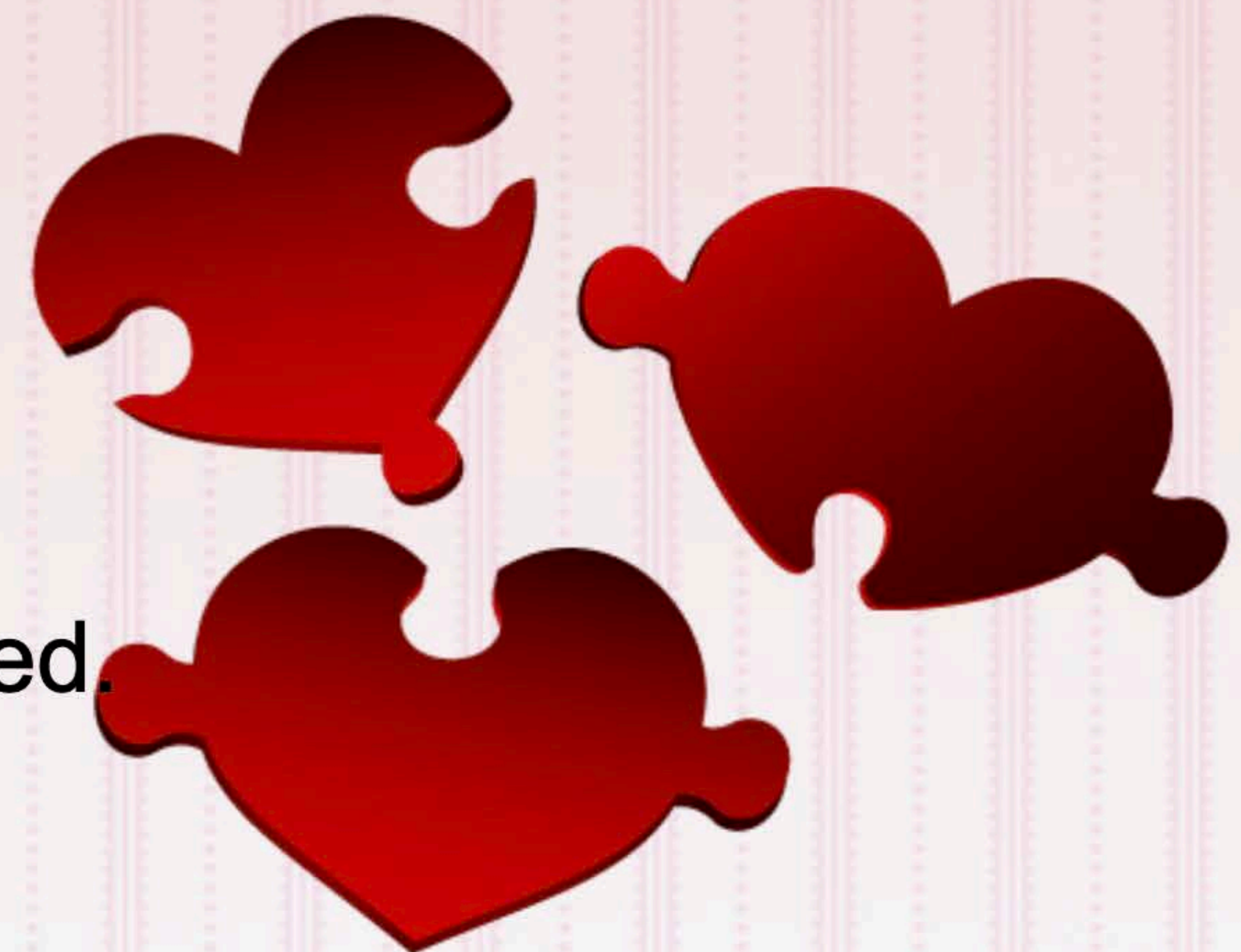
- This is where those contacts you just made can be put to use...create a project that sounds like something that would push your skills and reach out to whatever owner who has a pet you know will do what you need. Always in the back of your mind should be thinking of web sales to that parent...

BUT don't make it obvious...

I ask them if they would mind doing it and let them know you're going to use on website or competition...

AND IF it wins, you'll give them a free 8x10

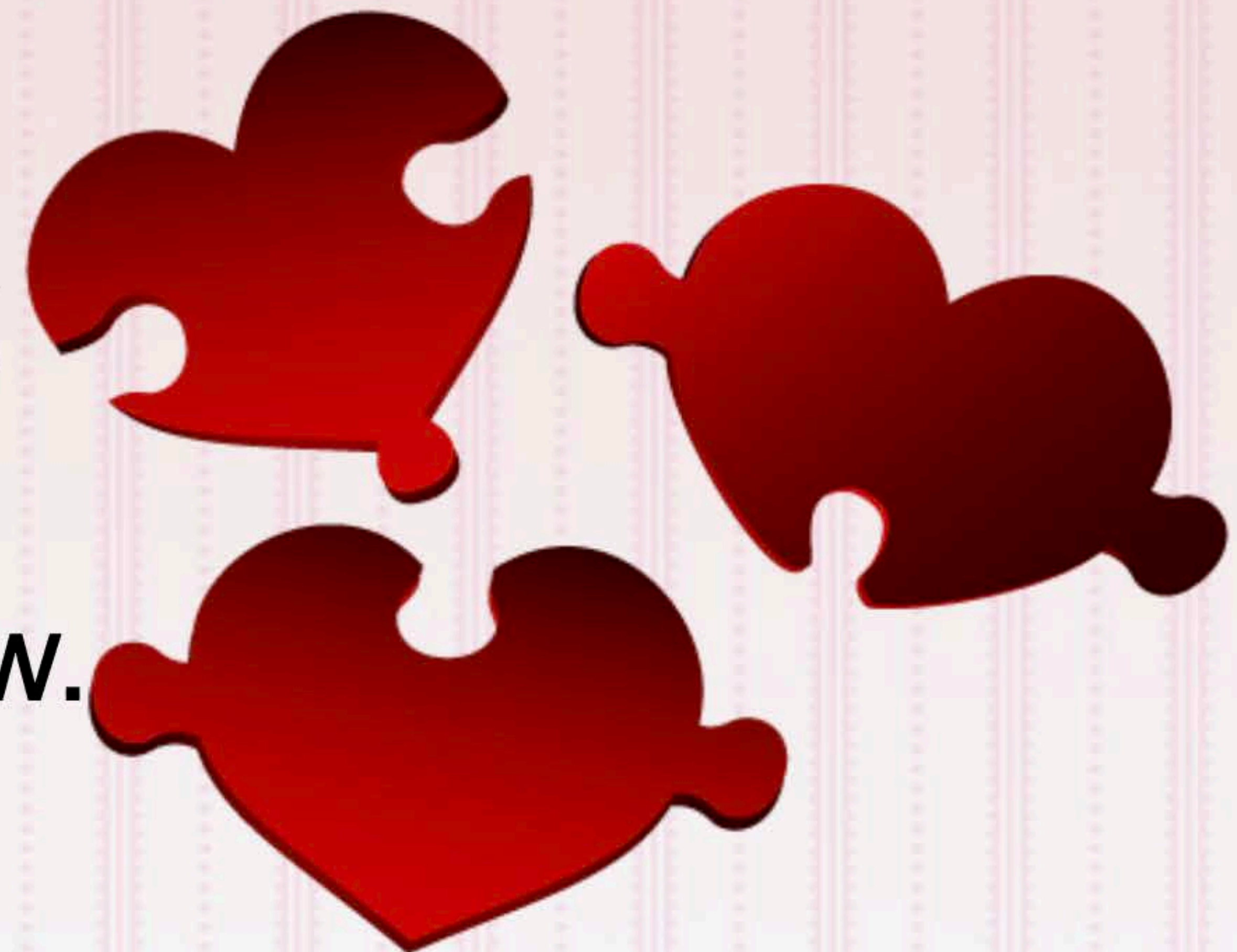
If you do 1 or 6 animals, you've planted the seed.



Networking groups

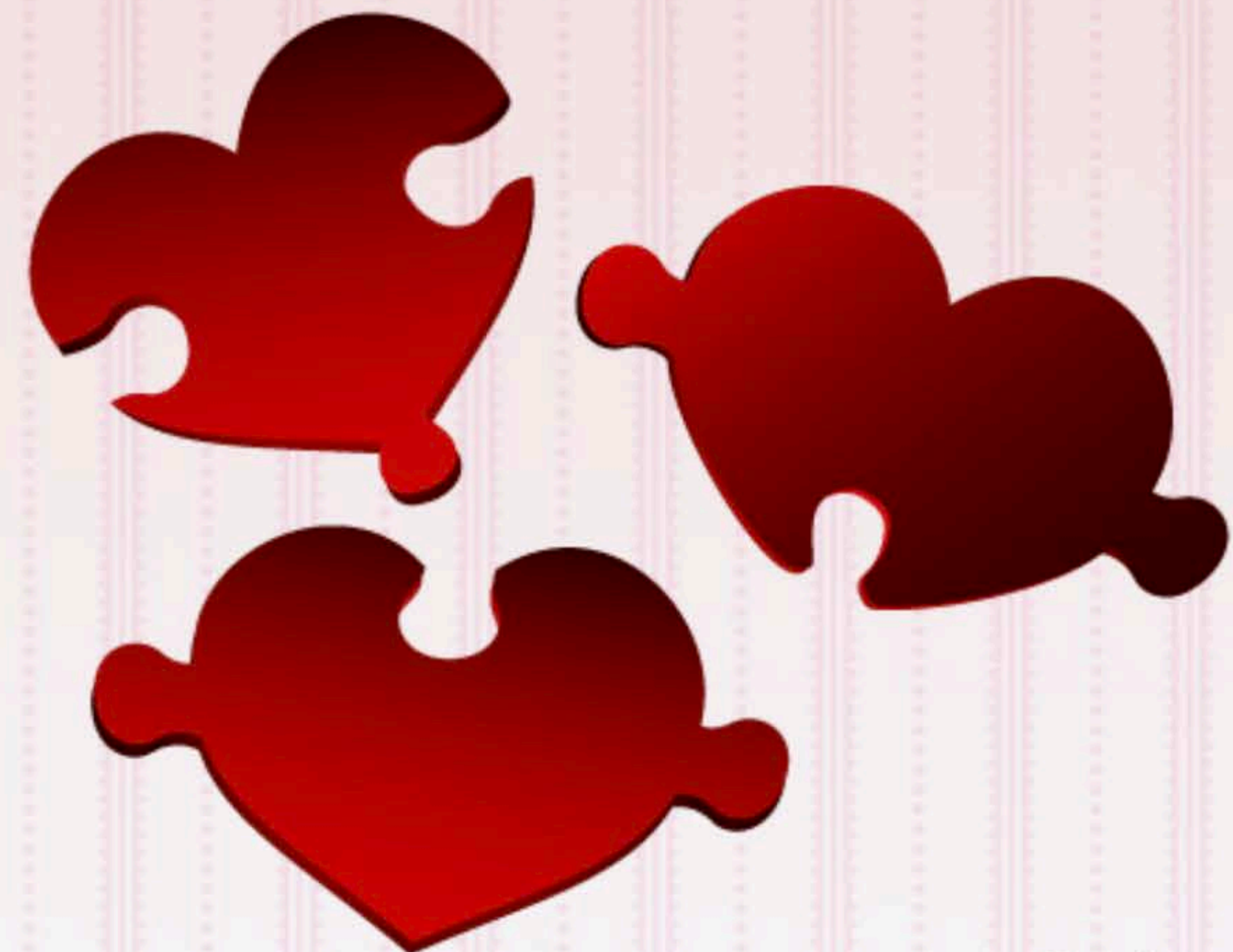
- Check your local networking groups...find a few in the more affluent areas and go visit with business cards. Mention you're thinking of joining one and show interest.
- I just left my last group of 10 years to join a new one in the swanky part of town....always grow your base...you never know.

You don't have to join but interesting things come out of networking outside your own fishbowl. Visit a few.



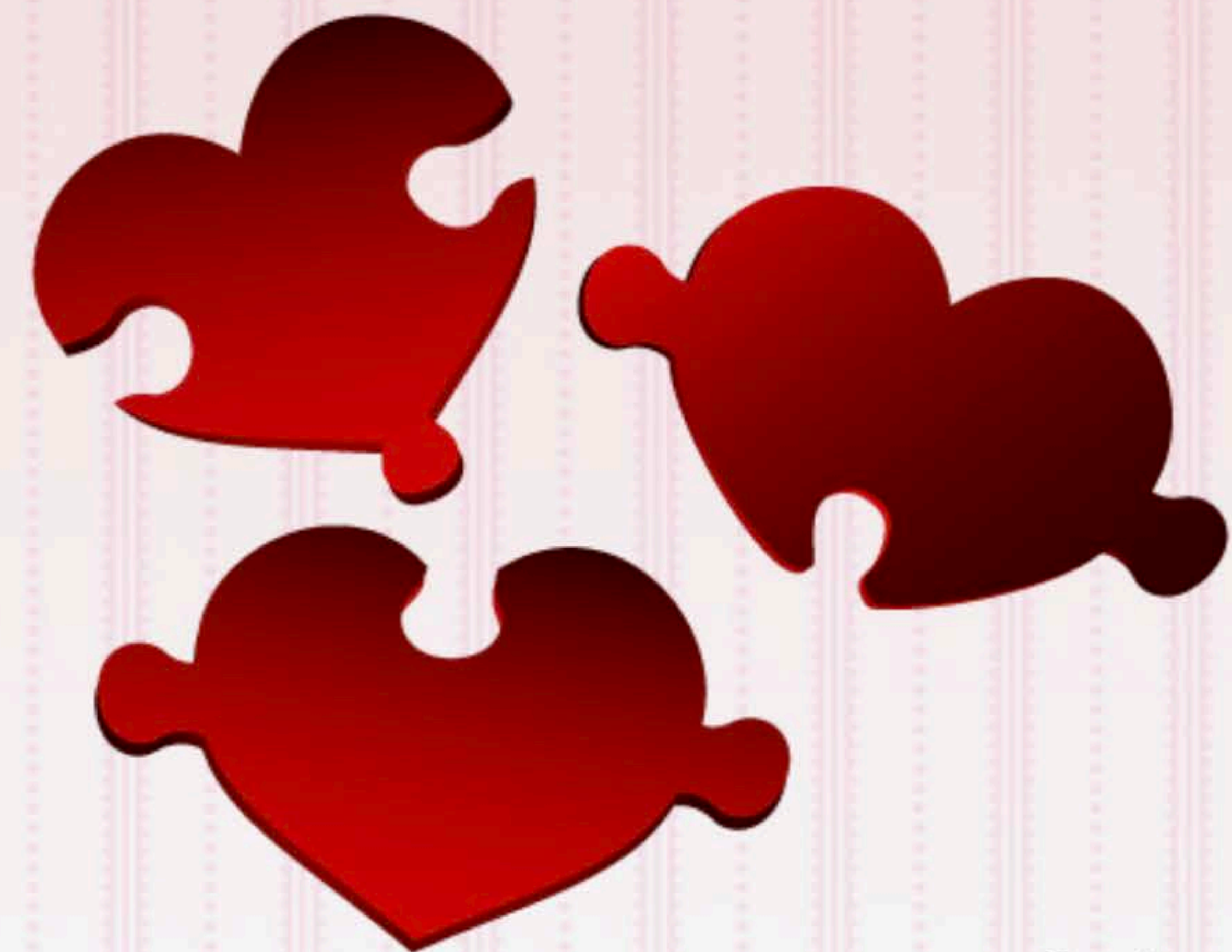
Church

- If you belong, this is way to check out if they do directories, upward sports, holiday family sessions...most do. This can be another way to network and put your foot in the door to take work away from the big company. If not, mention how much you love animals... Everyone wants to share images of their pets.... just like us.



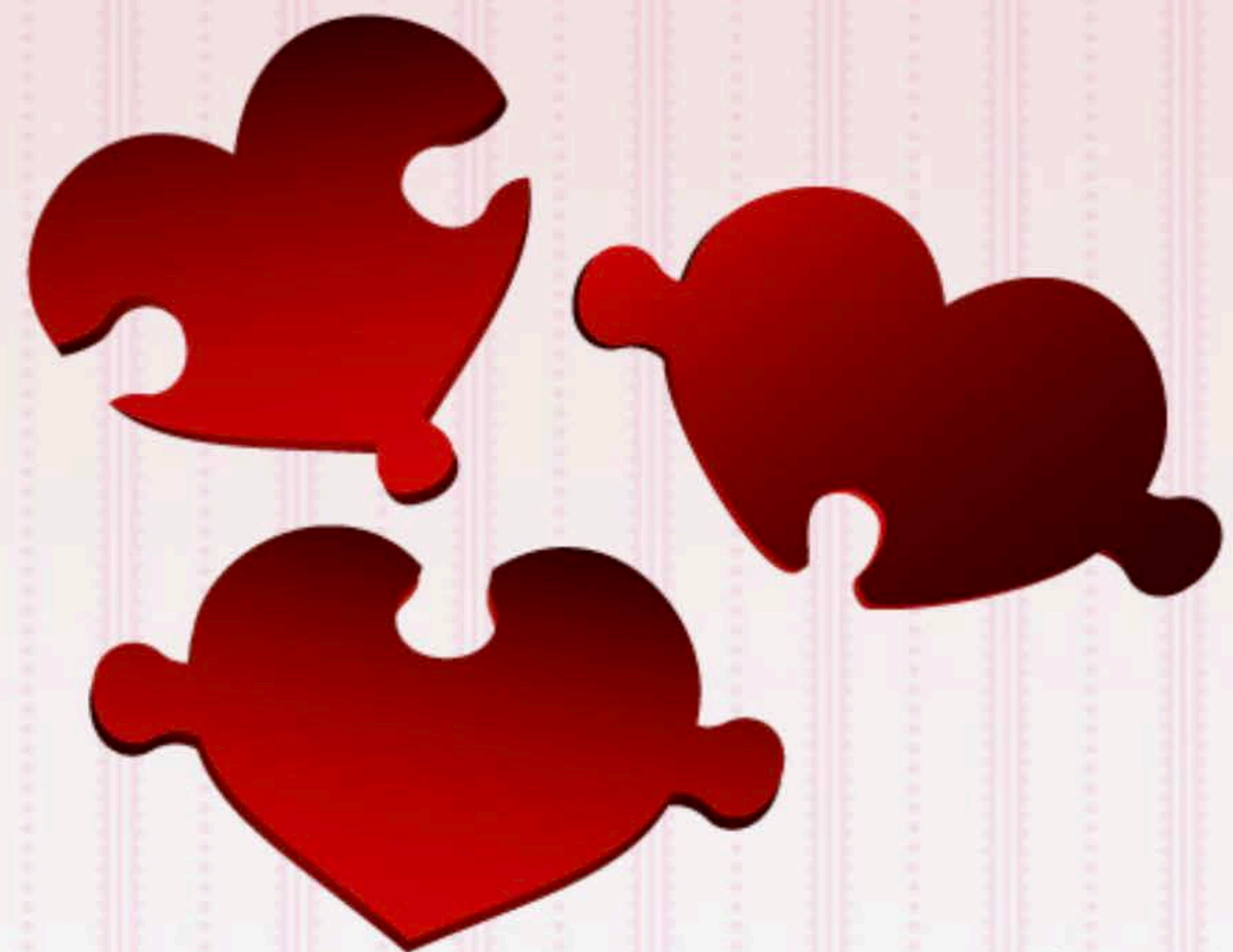
Events, auctions and galas

- Not gonna lie, I've not had a huge amount of business from things like this but it will get your name and work out in front of movers and shakers...Rich folks stay rich because they don't want to spend their money....that's really not your client usually. It's the people who work for them that are.



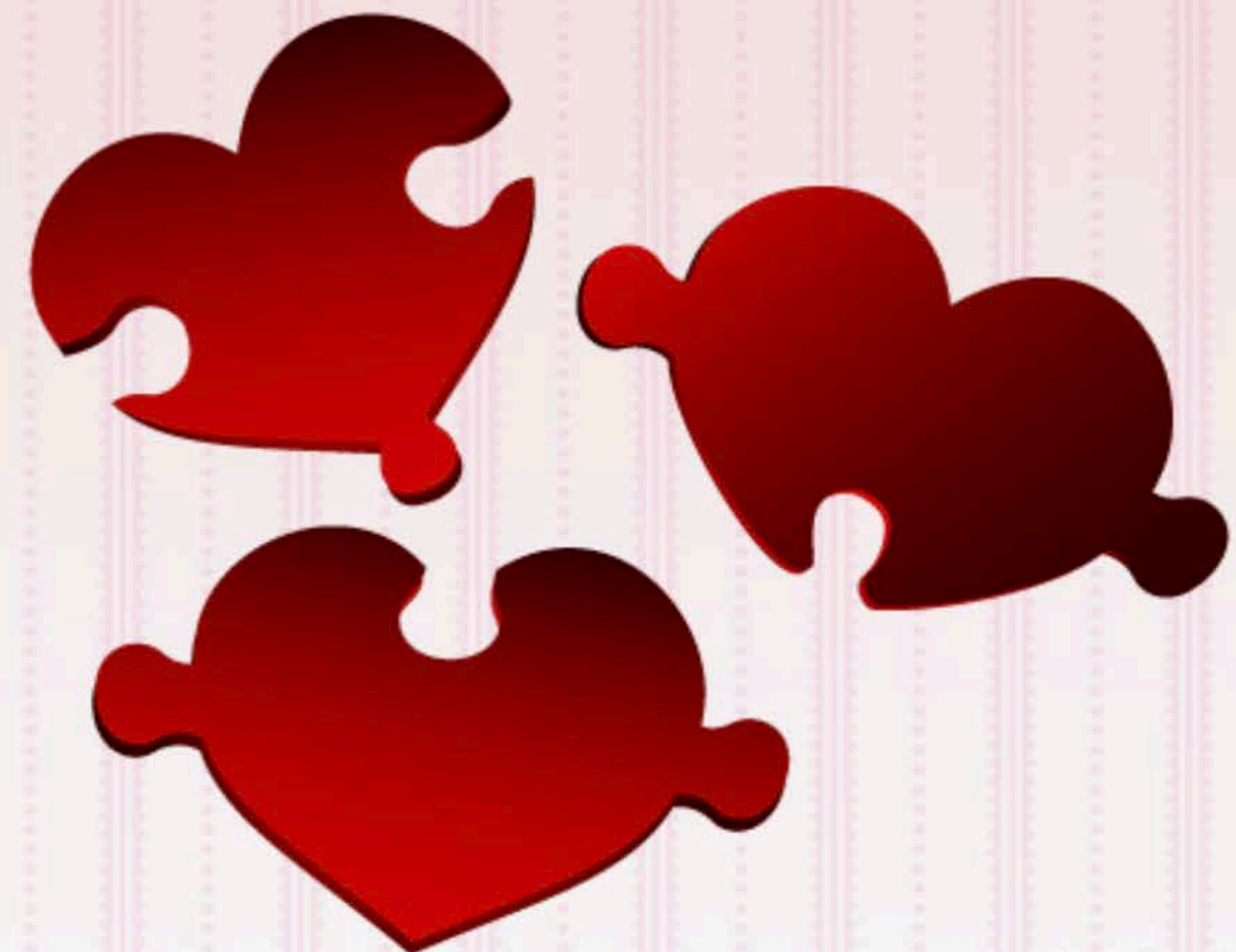
Social Media

- This can be tricky...reach out to folks and see who fits in your niche...but don't give away the milk and the cow...the business ads never bring much in for me but when clients post their images and they have a good following, my phone rings.



Police

- Most police departments have K9...offer to do their “headshots” for their website... most of the time, they’ll ask if you do people headshots...Cha-Ching!!
- Offer Retirement or doggy recruitment portrait for the officer..they usually have families (wink)



Rescue Groups

- Most of the time, there is no money in this at all...rescue groups run on shoestrings.
- And those who work for them might come for holiday or fun shoots...small potatoes .
- BUT, you might find your next best friend there or help that animal find its forever home.

