**WHAT MONETIZE?**

1. YOU HAVE ACCESS TO PHENOMENAL DIGITAL TOOLS.
2. THE "KAIZEN" APPROACH: AIM TO IMPROVE 1% EVERYDAY.
3. THE GOAL IS TO BUILD A SMALL, BUT LOYAL FOLLOWING.
4. FOCUS ON BUILDING YOUR OWN PLATFORM/WEBSITE RATHER THAN DEPENDING ON FACEBOOK/INSTAGRAM.
5. YOU HAVE UNLIMITED POTENTIAL. THINK BIG AND SHOOT FOR THE MOON.

**HOW TO MONETIZE YOU**

The old way to "make it" as a photographer was to:

- Have your works exhibited in galleries.
- Be respected in the art world as a legitimate photographer.
- Sell books/prints through a publisher.
- Be picky about the clients you take on. Say "NO" to offers you are not enthusiastic about.
- Overpromise and overdeliver.
- Promise much in your marketing and exceed expectations.

**WHAT TO MONETIZE**

1. Workshops
2. 1:1 consulting/teaching (can be be in person/online)
3. Travel photography tours
4. Selling products (books, camera straps, shirts)
5. Advertising
6. Art prints/zine

**WHY MONETIZE?**

First ask yourself, "Should I make money from my photography, and WHY?"

**HOW TO MONETIZE**

YOU

Today, anyone with a phone is a photographer. To make money off of your photography, you need people willing to exchange their time/money for your knowledge, products and/or services.

To successfully monetize your photography, you must build your brand, image, and influence. Have the confidence that your art/labor is valuable.

Here are popular ways to monetize your photography:

- Keep photography as a passion.
- Make photography a part time job or side income.

**LESSONS FROM ERIC: FINAL THOUGHTS & TIPS**

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**PRACTICAL TIPS**

1. LEARN MORE
2. PRACTICAL TIPS
3. HAPTICINDUSTRIES.COM
4. ERICKIMPHOTOGRAPHY.COM/BLOG/SHOP