

ERIC KIM ENTREPRENEURSHIP 101:
**HOW TO MONETIZE
YOUR PHOTOGRAPHY**



**MODERN
PHOTOGRAPHER**

"Modern Photographer" is the ultimate guide for branding, marketing, and entrepreneurship. This visualization is a sneak peek into the monetization aspect.

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WHY MONETIZE?

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



Answer with complete honesty and write your answer down.

I want to make money from photography because:

Let your answer guide your decision if you want to:

1

Devote photography into your full time occupation.

2

Make photography a part time job or side income.

3

Keep photography as a passion.

There is no perfect choice. Each decision has its pros/cons. Choose the best path suited for

YOU

!

Pursuing photography as a passion will not make you less accomplished or successful compared to making a full time living from photography.

HOW TO MONETIZE

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

1

Have your works exhibited in galleries.

2

Sell books/prints through a publisher.

3

Be respected in the art world as a legitimate photographer.

With the power of the internet, there are infinite opportunities to change how to succeed as a photographer.



Today, anyone with a phone is a photographer. To stand out from the crowd, try these tips to build your value as a photographer:

1

Be picky about the clients you take on. Say "NO" to offers you are not enthusiastic about.

2

Overpromise and overdeliver. Promise much in your marketing and exceed expectations.

3

Increase your popularity:

- Write guest blog posts on popular photography blogs/websites.
- Present at photography conferences.
- Start a YouTube channel to provide advice and unique resources for photographers.

4

Dominate a small niche as an expert. Find a subgenre that you are passionate about. Devote at least 5 years know everything about that subgenre. Attend workshops, interview the leaders in that field, and continue to build specialized knowledge.

WHAT TO MONETIZE

To make money off of your photography, you need people willing to exchange their time/money for your knowledge, products and/or services.



+

**KNOWLEDGE
PRODUCTS
SERVICES**

=



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

BRAND
1

IMAGE
2

INFLUENCE
3

Here are popular ways to monetize your photography:

1

Workshops

2

Travel photography tours

3

1:1 consulting/teaching (can be be in person/online)

4

Selling products (books, camera straps, shirts)

5

Art prints/zine

6

Advertising

PRACTICAL TIPS

1,000

You do not need a massive following. All you need is 1,000 loyal followers that will support you and your services.

Offer free products but charge premium prices for your services. Charge 25% more than you think you should to avoid underselling yourself.

25%

10x

Seek to provide 10x better services than your competitors. Provide additional value/services.

Your labor is not free. Know your worth and recognize your time/energy is not limitless. Keep this in mind when calculating your pricing.



CHECK OUT "MODERN PHOTOGRAPHER" FOR DETAILED INFORMATION ON BRANDING, MARKETING, AND ENTREPRENEURSHIP AT:
ERICKIMPHOTOGRAPHY.COM/BLOG/SHOP



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



1. YOU HAVE ACCESS TO PHENOMENAL DIGITAL TOOLS. YOU CAN HARNESS THE POWER OF THE INTERNET.

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.

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