



# BECOMING A UNICORN

*WHY THE VOLUME PHOTOGRAPHY BUSINESS NEEDS MORE ARTISTS AND HOW BECOMING A UNICORN MIGHT BE THE BEST FINANCIAL DECISION YOU MAKE THIS YEAR*

***Photography Unicorn: (noun)** A person or entity that embraces change, stays ahead of the curve and brings to market what consumers want before they even know they desire it. Is a trendsetter who thinks outside of the box and doesn't follow industry norms just because they worked in the past.*

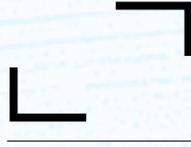
---

It's no secret, if you have been a professional photographer for the past 5-10 years, you know that the photography landscape has been constantly changing and evolving. What may have worked very well for you 10 years ago, doesn't work at all today; and if you are just launching a photography career, you may be just as frustrated and vexed at finding a way to make a living doing what you love to do.

Regardless of what kind of photography you specialize in, you are met with increasing competition. The newcomer coming in with lower than ever prices, the amateur parent who stands behind you taking the same picture at a sports event or even worse, using their iPhone just to capture the moment, and if you own a traditional brick and mortar studio, you are quickly realizing that the annual typical studio family portrait session has gone the way of the "DoDo" bird.

---

*I don't think that there is any argument that there are challenges in all fields of photography. However, I would argue there is a way to not only survive, but indeed thrive in this business. If you haven't considered either a career in High Volume Photography, or at the least, diversifying by adding High Volume to your business, please continue to read on.*



My name is Peter Lars and I own a successful studio in Southern California for the past 24 years. All of the things mentioned above have been witnessed and experienced by me. I have had to adjust, change, abandon, create and recreate myself and the studio since the beginning. The studios that don't make these adjustments are the ones that turn into dinosaurs and fail.

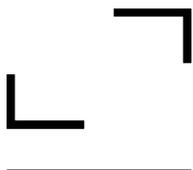
Our studio thrives today for a variety of reasons, but the biggest reason we continue to succeed is our high volume anchor that is the foundation of our company. Let me share why I feel now is a great time to jump into volume photography and the type of photographer that is needed for this industry is the artist that just downloaded this free guide - YOU!

---

***BELOW ARE 10 REASONS WHY AN ARTIST CAN THRIVE IN A VOLUME PHOTOGRAPHY WORLD.***

---





1

School Photography can be very lucrative and still enjoys good participation rates and averages. The tradition of the annual school portrait is still important to most families.

2

Photography companies that have created the same type of photography for the past 5 decades are just that, traditional and some may say outdated. The School market is ripe for a new twist and being a true photographer and artist, you have the advantage.

3

Preschools and K- 12th are great avenues for the Volume Photographer, but the volume approach also works for Dance, Martial Arts, Church Directories, Youth Sports, High School Seniors and more.

4

Your start up is pretty minimal and most of the equipment you may already have in your inventory.

5

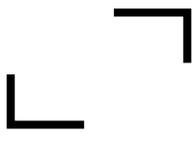
Volume Photography has held the strength of time and is pretty much recession proof. Let's be honest, it is much easier to receive \$25 per school student than hope for a \$1000 sale on a family portrait session or booking a \$3000 wedding event, especially during an economic downturn.

6

Pre-school Photography is your best bet in getting a start in this industry. There is nothing cuter than a 1 to 4 year old and this is your chance to show your artistic side and create fun new products and portraits that parents are looking for!

7

**REPEAT CLIENTS!** Schools usually take pictures every fall and most participate in the spring. Once you have a relationship and contract established, you have the privilege of getting to service these accounts twice a year, year after year. Guaranteed! Who wouldn't like that type of repeat business and job security?



**8** Your business has VALUE and is easily passed on to your children or even sold when it's time to retire or move on. It is much easier to sell a business that has yearly contracts and guaranteed income than it is to sell a photography business that specializes in weddings or family portraits only. Remember, you have REPEAT, CONTRACTED customers! Think About it!



**9** Scalable. Your business can grow to whatever size you want. You have the ability to hire staff, delegate tasks and grow your company. You are no longer a "one man show" where your company's success is solely based on your ability to work. Let's face it, a major sickness or unplanned emergency, can take most of you right out of the picture. Volume Photography creates a safety net around you and your business!

**10** This industry needs Photography Unicorns and we need them quickly! What's a Photography Unicorn? Well, that is a longer story, so check out my website for that definition, but the person or company that thinks outside the box and embraces change will thrive in the High Volume world. The Unicorn understands that today's Mom wants something different and she wants it delivered in a creative way. The unicorn understands that video and augmented reality are one of many new mediums that will change the landscape once again in the photography world. The unicorn knows that the early adapters of change are ahead of the wave and monetize it to their advantage.

---

I hope that the above has provided a spark or peaked your interest in learning more about volume photography. So where do you even start? Well, that is where this high volume unicorn comes to play! I want to teach you the ropes and become your guide and mentor in becoming a successful volume photographer. When I started 24 years ago, there were no marketing classes, best practices, equipment needed or even hands on training for volume photography. What I learned, I learned from trial and error and it took years; I've taken all that information and 24 years of a successful business, and compressed it into a 3 day seminar.

It doesn't matter if you are just starting out in a photography career, or you are a seasoned wedding or family photographer, this entry level seminar will be the perfect launching pad for you to learn the basics of the volume world.

Don't be a starving artist. Diversity is the key to your success. Join our next seminar and receive all the tools and support for you to be successful.

Sign up today or contact us for more information.

[www.startphotographybusiness.com](http://www.startphotographybusiness.com)