

Re: Guerrilla Marketing Coaching

I'm a commercial photographer who not only takes good pictures, but also has a considerable level of technical knowledge I use to write articles and equipment reviews. My business has been growing slowly but steadily over the last few years, but I've always felt I was missing something in the way of getting my services known to people who would actually hire me.

Since I don't come from a traditional photography background (I've been a geologist, electronics engineer and usability researcher in the past) I had the impression that if only I could find a marketing consultant with industry knowledge then the keys to a more profitable business would be at hand. I was put in touch with several, via Business Link, and basically I wasn't impressed. What they offered was just a bit too much like painting by numbers - there wasn't anything there that reflected how I wanted to develop my business, or fitted in with my own abilities and failings.

I was chatting with Paul via the Ecademy business networking site when he pointed out some of the techniques of guerrilla marketing. Suddenly some of this stuff sounded like ideas I'd already had (particularly with web based marketing) only they actually made sense in a way I could see them making me more money.

The course has been excellent, and has changed the way I think about marketing my business - I now see far more opportunities in my day to day work for increasing my business profitability and building better relationships with clients. Some aspects of the course materials do belie its US roots and might grate with some UK sensibilities, however Paul supplies additional support materials that make this a relatively trivial issue. Not all the techniques were appropriate to my particular business and temperament, but the whole point is that you change how you approach marketing and use the tools that suit you and your business the best.

Just one suggestion from Paul early on in the course has probably raised the advertising revenue of the company web site by at least \$5000 in a year, an increase of some 25%. Three recent clients for photography and training services are now very likely to book repeat work worth perhaps a total of £15k, where before I would have considered it lucky to get more repeat work from just one. What's more, several of the people I met on a recent training seminar I hosted, are now active contacts who I either hope to get direct work with, or to promote my activities to others.

It turns out that I had quite a bit of the skills and expertise all along - it just needed pointing out to me in a way that I'd believe, and appreciate how to best make use of.



Keith Cooper
Owner - Northlight Images, Commercial photography