



5 MISTAKES

*to avoid to save years
in your business*

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I will always remember the first time I participated in a workshop. It was a year and a half after I started my business.

Ten years ago, the education market wasn't the same as today, we didn't talk about marketing, communication and branding the way we do today.

It was more a «try and see what happens >> kind of concept, and that is what I did.

Then after spending a lot of money on that workshop, I decided to apply it word by word, concept by concept, to get the most benefit from it.

And guess what? It worked! And I suddenly realised that I had lost one year and a half, thinking that I was smart enough to do things by myself.

This is still fresh in my mind and ever since I make sure to invest a lot of money in educating myself.

But if I had known that before, maybe I wouldn't have lost that year and a half!

So today more than ever, I'm on an educating and sharing mindset.

If I can help you get where you want to be in your career a little bit faster just with a few tips, I'll be more than happy!





No1

STARTING FROM ZERO

After 10 years doing this job, one of the most important things I've seen is how complicated it can be to jump from one market to another.

When we start our career , we think «let's go and see, and adjust».

I understand the concept, and that is what I've done actually. But what we have to keep in mind, is that our name and reputation, and the branding linked to a specific market will be done from the beginning.

What I mean is, if you start from a low cost market, your name will be associated to it for years. And if one day, you want to change that it'll be complicated to break that association.

Does that mean that we have to start directly from the luxury market for example? Hell, no, this market is mainly based on experience and the ability to deal with situations without panicking.

Today is not like 10 years ago when I started. Today we can learn, learn and learn, about techniques, marketing and everything we need to make sure we do things properly.

The closer you are to the market you want to be in, the easier it'll be to evolve inside of it.

Don't worry, nothing is written on stone, and even your goals will evolve with you!
You never know where you'll want to be in five years time!



No2

THINKING THAT «WE KNOW»

We don't. We learn EVERY SINGLE DAY.

After 10 years in this business I can confirm that I've not learnt it all ,because the more you progress, the more you understand the subtleties, the «behind the scenes» of the business, and all the options laying in front of you.

We have to stay humble, always.

We'll make mistakes, again and again, and even if we teach to some, we learn from others.

The most interesting thing is that sometimes, we learn from younger people.

The younger generations are sharks, they know how to deal with social media and all the new technologies . They sure know how to use them for their own personal branding more than ever.

So keep your eyes and ears open, you can learn from everyone!



No3

BEING SCARED OF STARTING FROM SCRATCH

We always say that we don't do anything good with something old. And trying to repair, fix, fill in the holes here and there, is the best way to waste time.

Seven years ago, when I felt that it was time for me to jump into another market, I was afraid of changing my prices and my services.

I thought I was going to lose my clients, and it was true (and it was the goal actually -to change my target)

So, I built another brand, this time with my own name on it instead of «Studio by Mad» and I kept both running for a while.

Step by step, the transition was made, and the more contracts I signed with the new brand, the more confident I was about how I was dealing with the transition.

This is something you can do if you are afraid of a big change. Because one thing is for sure, building something new with the old «you» will be more challenging than cleaning everything and starting from scratch!

No4

BEING «EVERYBODY'S» PHOTOGRAPHER



It starts with accepting the «NO».
I know it's hard to hear , but it's ok.

I always smile when I read «Photographer specialised in newborn, family, wedding, corporate, architecture and fashion».

Guys, you are not specialised in anything.

Or when I talk with colleagues and they tell me they want to share pictures of every type of weddings (boho, elegant, rock, romantic..), this normally happens because we are afraid of loosing a contract and not because we love every style.

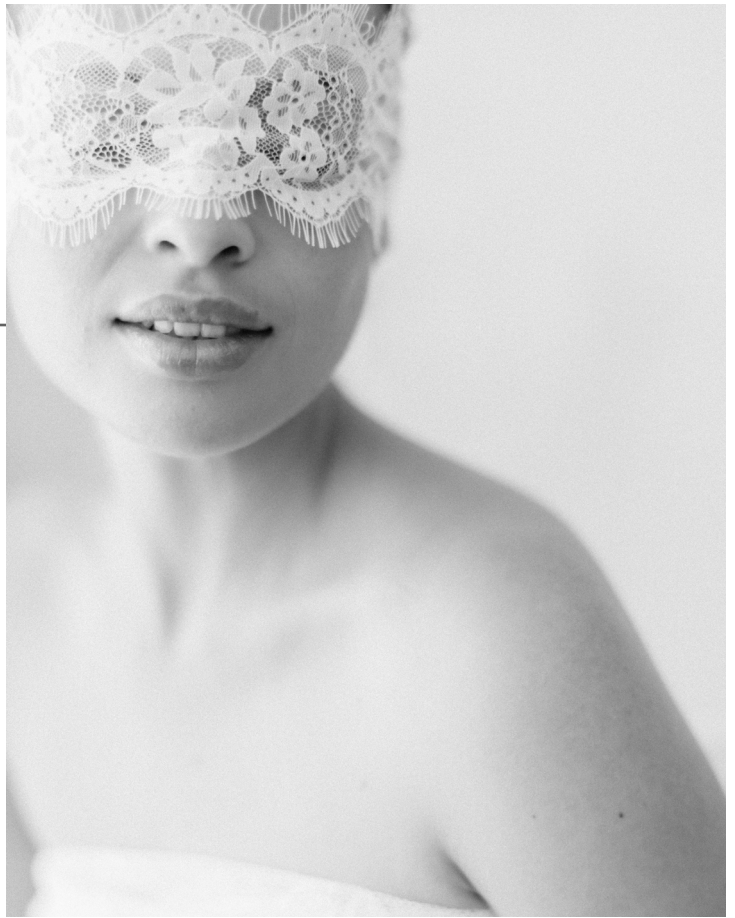
I have bad news, it rarely works.

Our clients need to see and imagine themselves when they see our work.

Accept to lose some leads, to catch the ones you really want.

No5

NOT SAYING «NO»



Mainly at the beginning of our career, we accept all the projects coming our way, we are ok with working for free because it could be a good publicity. We are also ok with collaborations and with doing things we don't even care about just to feel things moving forward.

But we have to keep in mind that a reputation, a name and a signature starts from the moment we are on the market.

If you accept to negotiate a price with a client, it's your choice. But the message you send is «it's possible to negotiate with this photographer».

If you are ok to collaborate on a project with partners not on the same market than you, it means that their market is yours too.

If you agree for your pictures to be shared on IG with a filter, or without your credit, it means you don't really care about your name and brand, and you are ok with being stolen from if it's for money.

Saying NO is actually sometimes the best thing to do. To know if it's the right moment to refuse to do something, just think about it if money or ego weren't in the balance.

So, would you say YES?

raising, elevating, upgrading

Push your business to the next level.



Since 2011 Maddy Christina travels all over the world to capture her client's weddings and events.

Living now between the French Riviera and Dubaï, it's because of her 10 years of experience that she can share her knowledge and advices with other entrepreneurs, the same way some did with her before.

Autor of several books for photographers and for brides-to-be, Maddy has also a total of 13 titles under her belt. It's by writing that she chooses to share her knowledge and skills.

NOW AVAILABLE:

«The Couple session»

«The bridal posing book»

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