

Trudy's Tidbits from Colormaster

4 Tips from Matthew Klein's Take on Business

1. Photography is a Calling. "I don't think of photography as a career choice, like sales or finance. It's more like acting, sports, or the priesthood. If you're not compelled by an inner voice, don't do it."
2. Make Friends and Keep Them. "Stay in touch with friends and clients and try to create social situations with them. People like to work with people they like; they seek out those who solve their problems."
3. Keep it Streamlined. "Keep a low overhead. Anyone who has 16 people working for him in good times will find he's working for them in tough times."
4. Keep it Light. "Be professional on a shoot, but don't be afraid to kid around. The shoots where people aren't laughing are the ones where there's a problem."

Trudy

Trudy J. Caviness
Marketing
Colormaster Inc.
641-682-8348
Ottumwa, IA 52501
www.colormaster.net
trudy@colormaster.net

What you do today effects your sales two months from now!!