

REFOCUS YOUR LENS
ON WHAT YOU WERE MEANT TO CREATE.

The Stills Pivot

A guide to Shifting
confidently into your next
photography niche.

YOU GET TO CHOOSE

Step 1: Process and release any feelings or opinions that may be hindering you from executing.

Make the decision and commit to doing it.

The beauty of owning your own business is you get to decide what you do and how you do it.

Don't let the industry control you, you control what you do in the industry.

A day that you haven't started is a day that you aren't doing what you love and moving towards the big goals.

You are your competition. Don't worry about others in the industry with more experience or clientele. Often times clients are with you for a season. You will serve the people who are assigned to you.

Don't let pride be your downfall.

BRAND YOURSELF!

Step 2: Learn, study, and learn some more!

People want to hire the expert, the best, so be intentional about building your knowledge and skills in that niche. You should be able to speak the language of your niche, understand the unspoken rules of your niche, then go create your own lane.

- Social media post should be intentional! Frequency isn't as important as impact.
- Start making connections in the niche that you desire to build in, if you don't know them personally, there is someone you know, who likely does. If not, go introduce yourself.
- Update your website, social media, and language to align with your new brand.
- Change your spoken language. Words are powerful. **Get clear on how you will introduce yourself (if you don't believe it, why would the client or community?!).**
- While there may be a dip in revenue, you will still get inquiries and continue to shoot those things until you no longer have or want to. Remember, you don't have to post everything.



MARKET YOURSELF AS...

Step 3: Where will your niche fit if you're constantly filling your schedule with things you don't want to shoot?

You have to make space for what you want to do, then the opportunities will follow.

When you're shooting something in your new niche, take your time and ensure it is well planned to maximize output. This is an instant portfolio builder and will start to show people what to book you for.

Market always! Side note: merch is a conversation starter. I frequently wear my logo and people ask questions about my business. **You never know what conversation will lead to your next contract!**

HONOR YOUR VALUE

Step 4: Offer a discounted (never free) session to begin building your portfolio. Keep your prices if you feel comfortable.

Be clear about the value of what you're providing and what it cost to provide it.

Don't unintentionally brand yourself as a free photographer (I made this mistake so I'm telling you not to! I recovered).

Identify resources you already have access to and maximize those.

Ensure your client experience matches the clientele you are targeting.

Invest in yourself! The return will be worth it!

**NEED HELP
EXECUTING, PLUS
ACCOUNTABILITY?**

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