

# 5 Secrets For Creating Profitable Photo Websites



***Why Most Photography  
Websites Never Make  
Dollar One ...***

***... and How You Can  
Become An Exception!***

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## It's A Great Time To Be A Photographer!

Now I know a lot of people will read that and want to argue the point. And in some ways they'd be right. If you're a professional photographer trying to make a living, there's a lot wrong with our industry just now and I'm not making light of that.

It's super competitive and prices are way down and a lot of photographers are finding it extremely tough to make a living.

That's a real pity, because the early days of the internet showed a lot of promise for photographers, especially in stock photography ... but then the multi-nationals took over and turned 'stock photography' into a mass-distribution business and photographers into faceless content providers ... I probably shouldn't get started on that right now, but what the heck ...

If you are a professional photographer I do believe 'stock photography' is still an essential part of your business ...

Yes, competition is steep ... but in most fields that usually makes for a stronger industry in the long run.

And yes, some stock libraries are selling photos at ridiculously low prices ... but that only affects you if you accept those prices.

What I suggest is a 'whole-business' approach such as offered by [Global Eye Images](#).

At GlobalEye photographers are given full access to the photo buyers, they're encouraged to insist on fair & reasonable payment, and they're shown how to be more pro-active in marketing their own business.

It's not exactly the *hands-free business* most people think of when you say 'stock photography', but the sit-back-and-wait approach stopped working years ago! [Check it out some time ...](#)

That's getting a little sidetracked though. The reason I wrote this ebook was to share with you a few simple truths about how some photographers are making good money online while others are going no where fast.

**It's not especially geared to professionals but it's not just for amateurs either ... it's for ANY photographer who wants to use their photography as the basis for a profitable online business.**

## So getting back to 'a great time to be a photographer' ...

If you're a professional, the internet has given you access to a massive market we begin to imagine 10 years ago. It give us an instant platform to showcase our work to a whole world of buyers. **It's open 24/7 and knows no international boundaries.**

Desktop publishing means that virtually every business on the planet is now a photo buyer and **the demand for photography has never been higher.**

And with digital images we can show our portfolios to multiple buyers at once and we don't need to send our precious originals off for weeks or even months at a time in the hope of a sale. With digital delivery our handling times are down and our handling costs virtually non-existent. Attach an image to an email and click *send!*

That mightn't sound ground breaking to the younger photographers reading this, but anyone who's ever packed up a submission of film originals and posted them off to some distant buyer, knows how it feels to drop it in the mail and 'hope' they make it back *some time* in the next few months.

You would spend a small fortune getting dupes made, most buyers would still want to see your originals before they bought, so you'd often have your best images 'out' for months at a time.

... And all you could do was wait for their return before you could even think about offering them to someone else. Things have definitely improved on that front.

For the amateurs, the internet has made it possible to turn a hobby into a lucrative part-time business.

I know this upsets some of the professionals, and some will even try to blame their problems on the sheer volume of amateurs in the market, so without getting sidetracked into that debate, I'll leave it as even amateurs have never had so many options for breaking into the industry.

They have quick and easy options (of various value/merit) to sell images as stock, selling prints has never been easier, and there are an increasing number of drop-shippers who'll print your images onto calendars, cards, clothing items, mugs ... *you name it* ... and send them off around the world on your behalf.

Like I said, **there has never been a better time to be a photographer, amateur or pro.**

So for the rest of this ebook, I'll be referring to '*photographers*' and as you read through it, you'll realise it really doesn't matter whether you're a professional, a part-timer or a rank amateur ... what I'm about to explain applies to us all and I believe there's room for us all.

And maybe that should have been the first 'secret'!

And just briefly on the use of the word 'Secret' ... I actually think what I'm about to explain SHOULD be common sense & common knowledge, but unfortunately it's doesn't always look that way. So if you already know some of this ... that's great. You're a few steps ahead of the crowd. But only if you put it into practice!

## Secret 1. Use Photography as Content Not Product

**The real value of photography to your online business is as content not product.**

The fact of the matter is, the internet is an fantastic platform for publishing content ... and it is incredibly well suited to photographers. And the real potential for online photographers lies in publishing their photography as content to attract a targeted audience.

**Notice I said publishing, not selling.**

Many photographers like to think if they build a website to showcase their photography, *photo-buyers* will just appear and they'll make easy sales.

I'm not sure where they get these ideas from, but I see it over and over, and it almost always ends up with a photographer giving up on 'the internet' as a bad joke.

There are three *truths* that could save a lot of photographers a lot of heart-ache ... and some money to boot ...

### **1. Commercial Photo Buyers don't use individual photographer websites.**

There's simply too many of them – 300+ million in Google! – and even if they find a photo they like, the buyer has no idea if the photographer is professional enough to deliver a usable file in a timely manner. They simply will not risk it.

### **2. Most visitors on photography websites are other photographers.**

The reality is the majority of the visitors you get to your website will be other photographers or budding photographers ... and the chances of them actually wanting to buy your photos are next to zero.

**3. Most of the rest are only interested in your subjects.** They might browse your gallery, but their interest is in the subjects rather than the photos. If you have photographs of Miniature Dachshunds on your website, a lot of your visitors will simply be people with an interest in Miniature Dachshunds.

So it should be clear enough where people go wrong ... most photographer websites are only catering to about 1-2% of their visitors. They rest are almost guaranteed to leave empty handed.

If your only monetization option is to sell prints to visitors, you'll have nothing for the majority of the 'customers who walk through your virtual door.

Sure you might pick up a sale here and there, but does that really sound like sound business strategy?

Doesn't it make much more sense to get to know the people who do arrive and make sure you have something that might interest them?

So what I'm suggesting is a different business model altogether.

What I'm suggesting instead is a simple **content-publishing model** and it's one that any photographer can use, regardless of whether you've been working professionally for years or bought your first camera yesterday. What I'm basing this on is two fundamental truths of the internet ...

**1. Quality content attracts visitors with an existing interest.**

**2. Money is made by making the right offer to those visitors.**

That's the foundation of this approach, and if you really 'get' that, you're already in better shape than the majority of photography website owners.

It is surprisingly simple ... build a website, add interesting content and people with an interest in your subjects will find it. Make those people the right offer and some will buy.

The beauty of this model goes far beyond the simplicity ...

- Start up costs are negligible. Compared to setting up a more traditional offline business they barely rate a mention.
- Overheads are minimal as well. An internet connection (that most people already have) and some web hosting ... literally a few dollars a week will cover it.
- Your margins can be huge ... digital products have a 100% margin and digital products also mean hands-free delivery, whether you're there, or not.
- You avoid virtually all of the headaches of a traditional offline business.

Of course if it was this simple, everyone would be doing it ... wouldn't they?

Well for better or worse, most people don't. That's why I've called these 'secrets'!

It's all going to seem obvious and common-sense by the time we're done, but most photographers won't ever get it. Instead they'll continue to beat their head against the wall trying to sell photos to buyers who just aren't there.

## Secret 2. Choose A Proven Business Model

Your Business Model is simply the process by which you plan to make money online with your photography. And once you get past the idea that selling photos is the only way to go, you'll soon see there are hundreds of possible business models you can choose from.

It would be easier if there was only one because people by nature tend to want try everything, and the the *grass-being-greener* and all, “the business plan we're not using is usually going to look better than the one we are working on”.

So **Secret #2** should probably read,

### **Pick A Proven Business Model and Stick To It Until You Make It Work.**

You see the biggest problem most people succumb to is jumping from one plan to the next, before they've really given the first option time to work. So the key is to pick a plan that you know will work ... one with a proven record, one that you can see other people using and succeeding with right now ... and stick with it.

The business model I'm going to suggest is **Affiliate Marketing**.

If by chance it's new to you, it is really simple ...

### **Affiliate Marketing is simply promoting someone else's products or services in exchange for a cut of their profits.**

Your cut is usually called a commission and it is paid to you on any sale to a customer that you referred.

And it's drop-dead simple. All you have to do to start is find a product or service that you'd like to promote and sign up as an affiliate (usually for free).

The Vendor provides you with a link that identifies the visitor as referred by you, and usually they'll provide an assortment of marketing materials you can use.

### **You send visitors to the Vendors website and if anyone buys, you get paid.**

There are some excellent advantages with this approach ... even before we consider *photography*.

- **It's quick** ... you could set up an affiliate account with most vendors in minutes, and literally send a message out to all your friends with a recommendation and link ... and make your first sale in minutes. (I don't recommend that though ... your friends would get tired of it very quickly)
- **It's simple** ... you can set up with an affiliate distributor such as Clickbank and be automatically approved for any of the thousands of products they distribute. You then just select products you want to promote, grab a link and go to work.
- **It's cheap** ... I recommend you have your own website, but even that is super cheap these days and can pay for itself in no time at all.

- **It's painless** ... Obviously any new business is going to take time and effort and is probably going to give you a few headaches, but with Affiliate Marketing you're avoiding a lot of the *traditional* issues. You're using someone else's products, so you have no inventory, no purchasing and no deliveries to worry about ... and you have no premises to rent and no staff to pay.
- **It's easy to succeed** ... it's definitely not foolproof and I'm not saying you'll be an overnight millionaire ... but with something this simple, the odds are definitely stacked in your favour.
- **It's totally scalable** ... if your sales are based on showing an offer to visitors and you know your offer 'converts' at a certain rate, at any time you can increase your earnings simply by finding more visitors or finding an offer that converts even better.
- **It's repeatable** ... and when you've got one offer working well, you can simply add another one to grow your business. You can rinse-and-repeat as much as you like to grow your business as large as you'd like.

If that hasn't convinced you, then consider the **added advantages for photographers** who take this approach ...

**Specialised content means targeted visitors** ... because you know who your visitors are and why they've arrived on your website, you have some very specific insights as to what sort of offers they might respond to best.

**A broad mix of content means multiple niches** ... if you shoot many different subjects, each one of them is a potential draw-card for an entirely different audience to your website.

**And Photographers are recognised impulse buyers** ... how many of us hasn't got a cupboard full of gadgets and books and magazines that we just had to have? If you can't find products or services to sell to your photographers you're not trying!

OK, so I'm a fan of affiliate marketing and I honestly believe it is the best way for a photographer to monetize their website.

Actually, I think for most photographers it's the only way.

Now this will probably ruffle a few feathers, but seriously ...

*It doesn't matter who you are or how good your photography is, if most of your visitors have no intention or desire to buy photos, you're kidding yourself if you don't implement other money options.*

That said, there are plenty of options, and we show you how to implement a number of them with our [Instant Photography Websites](#) system, but for now, I am going to suggest you focus on Affiliate Marketing.

## SECRET 3. Keep Your Costs Down

Now this might not sound like a much of a secret but it's another one that **a LOT of people either don't know it or just don't believe it.**

Unfortunately a lot of people only value things by how much they cost, and if they're looking for a 'business' of their own so they can *escape the day-job*, they tend to assume *the more they spend the quicker it will happen.*

They'll see some fantastic seminar that's going to make them rich in a week or so and fork out the cash. Then they'll think they need some new training course so they spend some more. Then there'll be book and videos and so on.

After a while they'll decide that's not working and some other program will catch their eye and they'll think, *this one's got to work.* So it's out with the credit card again, and even more money down the drain.

And so it goes until eventually they decide all this internet business stuff is just one big scam and they've got no money or desire to try anything else.

And that's a real pity because it means a lot of people who might otherwise have succeeded give up and walk away. And there really is no need.

One of the great benefits of the internet is how cheap it can be to set up a new business.

**There is simply no reason to spend a fortune getting set up.**

The other big benefit of the internet is how cheap it is to run a business. There are some things you definitely need, but they should never break the bank. In fact, you can do heaps for free, and a lot of the 'paid' services you really do need will give you a free trial period to get you started.

As an Affiliate Marketer, **your set up costs are minimal** ... basically a domain name that you can get for a couple of dollars. You might pay a bit more for some graphic design work for your website, though most photographers tend to want to do that themselves.

**Your ongoing costs are minimal as well** ... web hosting will be about \$10 a month, and a few other services such as an autoresponder. (That can be a bit more expensive but I recommend [GVO](#) that includes a full featured autoresponder ... and a whole lot of other marketing tools ... for under \$20!)

So in all seriousness, you can set up a lucrative little business with less than a hundred bucks and run it for less than \$20 a month! If you work with free tools and use free traffic, you can build that up and start generating real income on a shoestring budget. **If you work smart!**

The key is to go the distance ... and that means **NOT running out of money** before your business starts to show a return!

So if you get nothing else from this ebook remember this ... you don't need an expensive pre-fab website and you don't need to spend hundreds of dollars on courses and training. It's just not necessary and probably won't work even if you do!

## **SECRET 4. Build A Real Business Built On Quality & Content**

Whether they admit it or not ... most people want to get rich. And these days most figure the internet is the place to do it. They hear all the *overnight internet millionaire* stories and go online 'hoping' it might work for them as well.

And while it's definitely a possibility, that attitude and approach are probably the biggest roadblock to achieving it. It's basically a lottery mentality, hoping you *get lucky hit and the magic formula* ... and that's never going to be good mindset for building a long-term sustainable business.

And because they aren't really invested ... financially or emotionally ... it's also easy for people to be overly casual doing business online ...

If it doesn't work out, it doesn't really impact on them. They haven't spent much so they just keep working the day job and try again later.

**With that sort of approach, chances are it will never work.**

- Instead, treat your online business it as if you'd paid \$100,000 for it!
- Work it just as hard, just as professionally, and just as carefully.
- Take a long term view and settle in for the long haul.
- Grow your business by offering great quality content that adds value to other people's lives.

As an Affiliate Marketer you will find there's a real temptation on the internet to 'peddle junk' to make quick cash.

I see it all the time. I'll get some sales material about the latest-greatest system, and it looks good! The marketing is slick, the product sounds great and I can easily imagine it will appeal to people on my mailing list.

But then I grab a copy of the 'product' myself to check it out and it just doesn't stand up to the scrutiny. It becomes abundantly clear a lot more effort went into the marketing than the actual product.

So as tempting as it is, I have to walk away. It's just not worth it!

I figure the best way to avoid that trap it is to look at every product you consider promoting, and ask yourself if you'd be happy to sell that to your best friend or a family member?

**If you have any qualms about doing that, then you really shouldn't touch it!**

## SECRET 5. Build Multiple Income Streams ... One At A Time

When we talk about your 'online business', it helps to think of each separate website and a standalone business. So when I talk about multiple income streams, I actually suggest you have multiple websites, each with multiple revenue options.

It's all about *not putting all your eggs in one basket*.

As good as the internet is for business, circumstances can change quickly, fads pass and traffic can dry up. Google is famous for 'changing the rules' and I've experienced this myself (when I lost 90% of my search engine traffic to one website overnight!)

I figure the best plan is to have multiple websites promoting different products and services. And if you build these websites around your photographic interests there's still going to be a common theme, but there'll be enough diversity to give you a much more stable foundation.

Now that's not exactly ground-breaking I know ... but there's more ...

**Where most people go wrong, is they try to do it all at once.**

They try to set up a heap of websites at the same time and never actually get the first one working properly ... in that they never get any real traffic happening.

**The key is to create one website promoting a number of different products, and then turn on the traffic.**

**And then keep working on it until it's getting good traffic and it's making you money.**

Too many people set up one website, do a few basic promotions and then start on the next website before they ever get the first website making money.

**The secret here is to keep working on one thing until you make it work.**

The [Instant Photo Websites](#) system shows you how to set up one of these money making websites **in just a couple of hours**. With a little practice it takes **even less than that** ... these days I rarely spend more than an hour on set up ...

But then, the set up has always been the easy part ... and the most enjoyable part for me ... the real challenge with any website is getting visitors in the front door. The good news is, we've got some great traffic systems built-in to the package as well, and by the time you run through it once, you'll be an expert!

The system is tried and tested and gets results FAST. I recommend you check out the package and try it out for yourself!

## **Instant Photography Websites**

## Final Considerations ...

Hopefully you've found something useful in all that ... even if you don't totally agree with it all. As long as you consider the possibilities, then I'm happy!

I do hear from a lot of photographers through my connection with GlobalEye and OzImages, and it always amazes me how many are prepared to invest huge amounts of time and money into their own websites, but they won't stop to think it through.

Quite often these are photographers with solid offline-businesses, but for some reason, they don't bring those same practicalities online with them.

Some times they're just in a hurry – they realise they need a web presence and just throw money at the first option that catches their eye.

Other times they check out a few expensive options and decide it will be cheaper to knock something up themselves ... as long as they don't put a price in their time.

Others just figure they're creative people so they should be able to nut something out without too much trouble ...

Regardless, they dive in with no real plan and no understanding of how to make money from a website.

So the fact you've taken the time to read this ebook sets you apart from that crowd. But that's just the start ... the real secret is to take action and put what you've learned into practice!

To Your Success,

*Matt Brading*

## Resources:

- [Global Eye Images: Photographers Information](#)
- [Photo Site Secrets: Instant Photo Web Sites](#)
- [GVO Web Hosting & Marketing](#)
- [Photo Web Host Wholesale Domains](#)