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| Natasha Martinez with Mark Maryanovich  *Photography Business Basics:*  *A Professional Photographer’s Guide to Financial Success* | |
| Chapter in Our Book | Harvard Case, Article or Simulation |
| Chapter 6:  Target Market Personas: with Template Questionnaire  Chapter 7:  The Client Experience: How to Generate Repeat Business and Referrals | [*Mementos that Anchor Homes: Growing Joyous Group in the Business of Photos and Portraitures*](https://hbsp.harvard.edu/product/NTU249-PDF-ENG?Ntt=photography&itemFindingMethod=search) |
| **Summary of Connection:**  Just as *Mementos that Anchor Homes* focuses on how Joyous Group Holdings can navigate an increasingly digital environment and grow its business in the age of wefies, selfies, and instant mementos, *Photography Business Basics* Chapter 6 challenges readers to assess the current external environment impacted by increasing smartphone camera capabilities, the highly competitive photography industry and rapid onset of AI and thus create a unique niche and specialty in the art form that will set them apart and provide a service that a computer system or robot cannot.  *Photography Business Basics* Chapter 7 recommends strategic actions to achieve growth by explaining how to create an exceptional “Woah” based Client experience that’s free, convincing and generates WOM, new Clients, repeat Clients and referrals, while encompassing a strong Brand strategy. | |

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| Chapter 6:  Target Market Personas: with Template Questionnaire  Chapter 10:  The Business Plan: An Outline of Elements for a Photographer’s Business Plan | [*Azza Al Qubaisi: The Artist Entrepreneur*](https://hbsp.harvard.edu/product/IN1158-PDF-ENG?Ntt=artist+entrepreneurship&itemFindingMethod=search) |
| **Summary of Connection:**  Chapter 6 in *Photography Business Basics* aligns with the case of Azza Al Qubaisi, a pioneering Emirati entrepreneur, by offering a strategic framework for identifying and refining target markets. Just as Al Qubaisi successfully identified a market for her “Made in UAE” jewelry, Chapter 6 provides a structured approach for artists to identify their ideal customers and refine their offerings to meet their needs, fostering market creation and growth.  While Chapter 10 outlines the key elements for crafting a photographer's business plan, its principles are universally applicable to any artist developing a business. As highlighted by Benita VanWinkle, Associate Professor at High Point University, the chapter’s business planning tools are valuable for any creative entrepreneur seeking success in their field.  While Chapter 10 outlines elements for a Photographer’s Business Plan, these elements can be applied by all types of Artists interested in developing and establishing a business.  As Benita VanWinkle, Associate Professor of Art | School of Arts and Design at High Point University North Carolina wrote: “I don’t think you have to be a photographer to use this, as it could work in any creative artist’s plan to have their own business and to plan for success.” | |

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| Chapter 7:  The Client Experience: How to Generate Repeat Business and Referrals  Chapter 9:  Marketing: Including SEO for Photographers | [*Customer Strategy Tips from an Indie Rocker*](https://hbsp.harvard.edu/product/H0033I-PDF-ENG?Ntt=artist+entrepreneurship&itemFindingMethod=search) |
| **Summary of Connection:**  In August 2005, Jonathan Coulton quit his job as a software developer, with the goal of conducting an experiment: over the next year, could he figure out a way to earn a living as a full-time musician, leveraging the Web and his small-but-passionate fan base? Coulton isn't the only artist who is trying to come [...]  With many people having access to a pro level camera within their smartphone growing accustomed to taking photos every day often several times throughout each day, as this article states, Coulton isn’t the only artist trying to figure out a way to earn a living as a full-time creative.  *Photography Business Basic:* *A Professional Photographer’s Guide to Financial Success* utilizes an innovative work-back plan that logically deconstructs a mountain of activities into smaller manageable actions, effectively teaching creative people how to make money at their art.  Specifically, Chapter 7 provides customer strategy tips on how to create an exceptional “Woah” based Client experience that’s free, convincing and generates WOM, new Clients, repeat Clients and referrals, while encompassing a strong Brand strategy.  Chapter 9 delves into marketing, encouraging artists to bring their creativity to the marketing of their business in order to leverage the Web and what may start out as a small-but-passionate fan base. While the in-depth sub Chapter on SEO pertains to photographers, the techniques taught can also be applied by artists of all types to increase their presence and ‘find-ability’ on the Internet, and cover Google SERPs, ChatGPT and Voice Search.  As Amy Northard, The Accountants for Creatives® wrote, “*Photography Business Basics* is packed with helpful tips for both new photographers and seasoned photographers wanting to turn their passion into a profit.” | |

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| Natasha Martinez with Mark Maryanovich  *Photography Business Basics:*  *A Professional Photographer’s Guide to Financial Success* | |
| Chapter in Our Book | Harvard Case, Article or Simulation |
| Chapter 4:  Reverse Engineering: Bookkeeping and Your Spending Log  Chapter 6:  Target Market Personas: with Template Questionnaire  Chapter 7:  The Client Experience: How to Generate Repeat Business and Referrals  Chapter 8:  Sales: Your Sales Funnel And Closing Techniques  Chapter 9:  Marketing: Including SEO for Photographers | [*From Passion to Billionaire, Taylor Swift's Remarkable Journey*](https://hbsp.harvard.edu/product/ST142-PDF-ENG?Ntt=artist+entrepreneurship&itemFindingMethod=search) |
| **Summary of Connection:**  *Photography Business Basics: A Professional Photographer’s Guide to Financial Success* answers the questions posed by this case pertaining to creating sustainable success using passion, experimenting with innovative products, building a devoted group of customers, as well as having a positive impact on their communities.  *Photography Business Basics* addresses the financial strategies behind building sustainable success, similar to Taylor Swift's journey from passion to billionaire. Chapter 4 emphasizes the importance of managing finances, budgeting effectively, and reinvesting in business growth—essential practices for any entrepreneur, including Swift, whose financial acumen played a key role in her success.  Chapter 6 explores the significance of understanding and defining target markets, which is key to building a loyal customer base, much like Taylor Swift has cultivated with her fans. The chapter offers tools for identifying customer personas, which is critical for any business, especially for artists like Swift who rely on deeply understanding their audience to drive long-term success.  Chapter 7 provides actionable strategies for creating an exceptional client experience that drives repeat business and referrals, reflecting how Taylor Swift’s brand is built on strong customer loyalty and fan engagement. It underscores the importance of authenticity and relationship-building—principles that have been key to Swift’s success as a business mogul.  Chapter 8 outlines a client-focused approach to sales, emphasizing ethical practices and service-based selling—strategies that mirror Taylor Swift’s approach to building her brand. By creating value for clients and making the sales process feel authentic, this chapter helps artists and entrepreneurs, like Swift, scale their businesses while maintaining integrity.  Chapter 9 covers how to effectively market a creative business through digital tools and SEO, similar to how Taylor Swift’s online presence has been integral to her success. The chapter’s strategies for enhancing visibility through social media platforms details the importance of an engaged marketing strategy that authentically interacts with company fans and followers, a strategy that has catapulted Swift to the Forbes list and Person of the Year. | |