

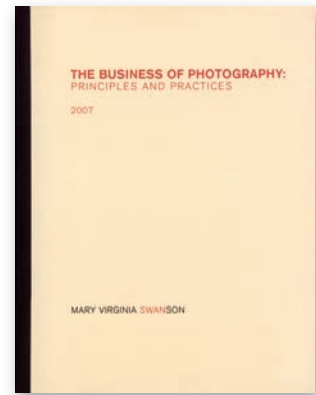
## Marketing Seminar for Photographers with Mary Virginia Swanson

Mary Virginia Swanson, a widely respected expert in marketing and licensing contemporary photography, will lead a marketing seminar for photographers on Tuesday, April 8, at Brilliant Studio's Exton facility. Please join us at 6 p.m. for wine, lite fare and tours of the Studio. The presentation will begin promptly at 7 p.m.

Cost for this event is \$30 for ASMP members and \$50 for non-ASMP members.

Mary Virginia will also conduct a limited number of portfolio reviews (\$75 per half-hour session). To schedule a portfolio review, call Leslie Kelso by March 18 at 610-458-7977, ext. 151, or e-mail [leslie@brilliantstudio.com](mailto:leslie@brilliantstudio.com).

Mary Virginia's advice has helped countless photographers advance their marketing efforts and achieve their business goals. This is a rare opportunity to receive credible guidance for your business. Don't miss this event!



Mary Virginia's comprehensive book will be available at the seminar.

### A Sneak Preview From Mary Virginia Swanson



I look forward to meeting you at Brilliant Studio this spring and sharing my presentation, *Finding Your Audience: A Guide to Marketing Your Creative Photography*. I hope this seminar will help many of you identify your target audience and chart your path to reaching that audience.

Our session will cover the importance of doing your homework to gain a broader understanding of possible markets and the resources that will assist with this task. Next, we will discuss the value of opening a dialogue with your peers and your industry.

Once those steps are behind you – and your body of work is ready for presentation – I encourage you to get your work out to all relevant markets. I will share with you the value of entering juried competitions and participating in portfolio-review events.

Once you have identified your target audience, you will

want to stay in touch with them. What is the best way to do this? I'll share examples of successful self-promotion pieces that serve as strong statements to introduce a photographer's work, or as key reminders to keep industry professionals informed of an artist's work.

I will share my thoughts on Web sites and ways to keep your photography in front of those you wish to partner with, whether it is galleries to represent your work, curators to acquire it, or for the simple yet essential purpose of informing your professional colleagues, friends and

family about a project you are passionate.

Lastly, I will stress the value of giving back to your community – the rewards can be immeasurable.

After our seminar, I'll be heading to New York City for "The Photography Show," an annual gallery expo sponsored by the Association of International Photography Art Dealers (AIPAD) that is not to be missed. It runs April 10-13. If you can't attend and are serious about being represented by a gallery, be sure to order the 2008 catalogue at [www.aipad.com](http://www.aipad.com)!

– Mary Virginia Swanson

For more information visit [www.mvswanson.com](http://www.mvswanson.com) | Weblog: [www.marketingphotos.wordpress.com](http://www.marketingphotos.wordpress.com)

