

USING THE INTERNET



© Kristof Zetser

TO SELL PHOTOGRAPHY

FOCUS



GETTING THERE...WITH THE GROUND SWELL

EASY TO GET OVERWHELMED.. REMEMBER TO STAY FOCUSED. EVERYTHING YOU DO SHOULD BE IN LINE WITH YOUR GOALS.

- WEBSITE
- PAYPAL
- PASSIVE MARKETING - FINE ART SALES ARE A SOFT SELL - THIS KEEPS YOU IN FRONT OF YOUR AUDIENCE, OR POTENTIAL AUDIENCE. YOU NEVER KNOW WHO MAY TELL THEIR FRIENDS ABOUT YOU!
- BLOG / WRITTEN AND VIDEO
- FORUMS
- BUSINESS NETWORKS
- SOCIAL NETWORKS
- PR ONLINE
- ACTIVE MARKETING
- FINDING TARGET MARKET BY RESEARCHING THEIR SITES & CONTACT DIRECTLY

WEBSITE

- [HTTP://WWW.WISCONSINPHOTOS.COM](http://www.wisconsinphotos.com)
- KEEP IT SIMPLE & UNCLUTTERED
- TELL PEOPLE WHAT YOU WANT THEM TO KNOW. TOO MANY THINGS IS CONFUSING
- EVERYTHING ON YOUR SITE SHOULD SUPPORT YOUR PRODUCT / SERVICE

PAYPAL

- MAKE IT EASY FOR YOUR CUSTOMERS
- [HTTP://WWW.PAYPAL.COM](http://www.paypal.com)

BLOG

[HTTP://KRISTENWESTLAKE.BLOGSPOT.COM/](http://KRISTENWESTLAKE.BLOGSPOT.COM/)

I STARTED TO FOCUS ON DOING A PHOTO OF THE DAY - IT KEEPS MY IN FRONT OF MY AUDIENCE. YOU NEVER KNOW WHO YOU MIGHT TOUCH WITH PASSIVE MARKETING.

VIDEO BLOG

YOU TUBE LETS YOU SHOW & TELL! IT MAKES THE INTERNET 3 DIMENSIONAL!

- YOU TUBE: [HTTP://WWW.YOUTUBE.COM/WATCH?
V=5RFWU5QJSNQ&FEATURE=CHANNEL PAGE](http://www.youtube.com/watch?v=5RFWU5QJSNQ&feature=channel_page)
- [HTTP://WWW.YOUTUBE.COM/WATCH?
V=JLTMLOCVXMG&FEATURE=CHANNEL](http://www.youtube.com/watch?v=JLTMLOCVXMG&feature=channel)
- [HTTP://WWW.YOUTUBE.COM/WATCH?
V=Y2AU7DIEV3I&FEATURE=CHANNEL](http://www.youtube.com/watch?v=Y2AU7DIEV3I&feature=channel)
- [HTTP://WWW.YOUTUBE.COM/WATCH?
V=8LXC9DXPS5M&FEATURE=CHANNEL](http://www.youtube.com/watch?v=8LXC9DXPS5M&feature=channel)

FORUMS

VIRTUAL COMMUNITIES. GET INVOLVED & HANG OUT LIKE YOU WOULD IN YOUR OWN NEIGHBORHOOD.
GREAT WAY TO GET HELP AND TO GIVE HELP TOO.. DO BOTH!

I ATTEMPT TO MAKE IT MY DAILY HOMEWORK TO UPLOAD ONE PHOTO A DAY TO MY BLOG, AND A FORUM OR TWO. I ALSO ATTEMPT TO COMMENT ON AT LEAST ONE IMAGE WHERE I CAN HELP ANOTHER PERSON TO IMPROVE.

USE YOUR SIGNATURE (A TAGLINE) WHEN YOU COMMENT ON FORUMS. IT HELPS WITH SEO!!
MINE VARIES BUT TYPICAL:

KRISTEN WESTLAKE

NATURE PHOTOGRAPHY

IMAGE CRITIQUE & PHOTOSHOP TUTORING

- BPN - [HTTP://WWW.BIRDPHOTOGRAPHERS.NET/](http://www.birdphotographers.net/)

- NATURESCAPES - [HTTP://WWW.NATURESCAPES.NET/DOCS/](http://www.naturescapes.net/docs/)

- FLICKR - [HTTP://WWW.FLICKR.COM/PHOTOS/
KRISTENWESTLAKE/](http://www.flickr.com/photos/kristenwestlake/)

BUSINESS NETWORKS

LIKE HAVING A PERMANENT ONLINE RESUME

LINKED IN - [HTTP://WWW.LINKEDIN.COM/](http://www.linkedin.com/)

SOCIAL NETWORKS

YOU ARE YOUR PRODUCT'S BRAND! .. THIS IS THE PLACE FOR YOU TO BE AT A VIRTUAL PARTY OR COFFEE SHOP. POST WHAT YOU ARE DOING, ETC ASIDE FROM PHOTOGRAPHY, ALONG WITH YOUR BLURBS ABOUT YOUR BUSINESS. I USE IT SO THAT PEOPLE SEE I AM HUMAN - WITH HUMOR, THOUGHTS AND FEELINGS. PLUS ITS GREAT FUN TO CONNECT WITH HIGH SCHOOL FRIENDS, ETC! .. ITS AMAZING AND MY FAVORITE OF ALL THE THINGS ON THIS LIST.

FACEBOOK: [HTTP://WWW.FACEBOOK.COM/PROFILE.PHP?ID=579261453&V=FEED&STORY_FBID=52201690735#/PROFILE.PHP?ID=579261453&REF=PROFILE](http://www.facebook.com/profile.php?id=579261453&v=feed&story_fbid=52201690735#/profile.php?id=579261453&ref=profile)



GROUPS AND FAN CLUBS

BRAND YOURSELF! GENERATE INTEREST AND KEEP IT! ..

GROUPS: <http://www.facebook.com/reqs.php#/group.php?gid=44514014661>

FAN CLUB:) <http://www.facebook.com/reqs.php#/pages/Kristen-Westlake/43938420956>

PR ONLINE

PRESS RELEASES, ADD EVENTS, ETC..

□ AMERICAN TOWNS: [HTTP://
WWW.AMERICANTOWNS.COM](http://www.americantowns.com)



Malibu, CA

Local Events

Community Corner

Groups & Organizations

Shops

Kristen Westlake Images of Nature

[ShareThis](#) [Share on Facebook](#)

Official Photographer of Mother Nature

[Home](#) [Calendar](#) [Articles](#) [Donations](#)

town: Malibu, CA 90263
phone: 262-374-0869
website: [Images of Nature](#)
email: kristenwestlake2@gmail.com
tags: nature photography images wildlife art canvas prints

Nature Photography

Purchase [Limited Edition Giclee' Fine Art Prints](#) on Canvas. *Images are Limited Editions of 8 in each size. Sizes 16 x 20 inches to larger than life 55 x 80 inches!*

Businesses - *Get wholesale prices when you display and resell (see my franchise information).* It's all good: You get beautiful nature images at wholesale prices and make money when you sell it!

Homeowners and Businesses: Ask about *discounts on multiple* print purchases.

Order your prints directly from my [website online galleries!](#)
www.kristenwestlake.com

[Manage this group](#) | [Edit this group](#) | [Delete this group](#)

ACTIVE MARKETING

- EVERYONE IS ON LINE!!! ... ALL YOU HAVE TO DO IS FIND YOUR CUSTOMERS
- CHECK THEIR WEBSITES TO EMAIL, CALL OR SNAIL MAIL.
-

YELLOW PAGES - [HTTP://ANYWHO.YELLOWPAGES.COM](http://anywho.yellowpages.com)

SWITCHBOARD - [HTTP://WWW.SWITCHBOARD.COM](http://www.switchboard.com)

REMEMBER TO STAY



CONTACT ME!

KRISTEN WESTLAKE

262 - 374 - 0869

KRISTENWESTLAKE2@GMAIL.COM

[HTTP://WWW.WISCONSINPHOTOS.COM](http://www.wisconsinphotos.com)

- PHOTOSHOP TUTORING/ COACHING
- IMAGE CRITIQUE
- ONE ON ONE OUTDOOR PHOTOGRAPHY WORKSHOPS
- WEBSITE & GROUND SWELL CONSULTING - LET'S GET YOU OUT THERE!