

STANLEY LEARY

People & Location Photographer

Get a better calendar

www.StanleyLeary.com

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Give Stanley a call for your next project at 770.998.3504 or email him at stanley@stanleyleary.com.

Client List

EDUCATION

Agnes Scott College
Anderson College
Berry College
Blessed Trinity High School
Clayton State University
Dalton State University
East Carolina University
Florida State University
Fordham University
Galloway School
Georgia Southern University
Georgia State University
Georgia Tech
Kennesaw State University
Kenyon College
Landmark Christian School
Marist Catholic School
Mississippi State University
North Carolina State University
North Georgia College & State Univ.
Old Dominion University
Ohio State University
Princeton University
Reinhardt College
St. Joseph Catholic School
St. Martin's Episcopal School
Southern Catholic College
Southern Methodist University
Southern Seminary
Southwestern Baptist Theological Seminary
Southern Polytechnic State University
Stetson University
Union University
University Of Alabama Birmingham
University of Maryland
University Of Michigan
University of Nations, Kona, Hawaii
University of South Carolina Upstate
University Of Tennessee At Martin
University of Virginia
USC Upstate Spartans
Virginia Commonwealth University

Do you want to fill your calendar with business? Solution: Get a better calendar.



I recently got a BlackBerry Curve after some friends convinced me it would help me in my business. They were right; it's made a huge difference -- particularly in conjunction with Google Calendar. Here's how I've used these tools to communicate better with clients -- and to win more bookings.

The learning curve on most new technology takes just a little time for me, and I guess this is why they call my model the BlackBerry Curve. But it's been worth the investment.

With the Wi-Fi feature, I now have much easier Internet access on

I chose to add my wife and let her have the ability to make changes. Sometimes I am on the road for a few days, and she needs to let my clients know what I have open and reserve a date. I also gave my uncle rights to see the details, since he has been assisting me on many of my photo shoots.

Sharing Your Schedule to Increase Bookings

As for the rest of the world (especially my clients), I decided to let them know when I was free and when I was busy. So I added my Google Calendar to my Web site. Google gives you the html code, so it's easy. You can customize whether the day, week, month or agenda is the default page, as well as the colors and look of the calendar.



Adding this tool to my Web site has not only improved my business's efficiency; it has also helped me increase bookings.

Wake Forest University
Whitefield Academy
Woodward Academy

FAITH BASED

Baptist Press
Calvin Center
Catholic News Service
Celebrate Life International, Inc
Cooperative Baptist Fellowship
Faith And The City
Florida Baptist Convention
Impact 360
International Mission Board, SBC
Lifeway Christian Resources
North American Mission Board, SBC
Presbyterian Today
Pure Fashion
The Community Institute, Inc.
The Georgia Bulletin
United Methodist News Service
World Council Of Churches
World Journalism Institute
Youth With A Mission

NONPROFIT

Annie E Casey Foundation
Associated Builders Contractors of Georgia
Atlanta Regional Commission
Burke County Public Library, Inc.
Georgia Council of Chiropractic
Georgia Trial Lawyers Association
Medical Association of Atlanta
National Education Association
The Foundation Center
The Saint Joseph's Mercy Foundation
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YMCA

EDITORIAL

ABCNews.com
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Boston.com
British Broadcasting Company
Chiropractic Economics
Corporate Legal Times
Country Magazine
Creative Publishing International
Discovery Channel
Drug Store News
ESPN.com
Farm & Ranch Living
FederalNewsRadio.com
Hollywood Reporter
Home Channel News
Journal of Accountancy
MSNBC.com
San Jose Mercury News
SFGate.com
Sports Illustrated
SYNC Magazine
The New York Times
The Olympian
The Washington Times
Travel Weekly Magazine
Upper Deck
Volleyball Magazine
Wall Street Journal
WashingtonPost.com
WireImage
Yahoo News

assignments. Before, I was relying on my laptop and cell phone to connect. It has worked pretty well for the past seven years, but the time it takes to turn on a laptop and hook up to the Internet to check messages can be easily 10 minutes. Now, I can glance at the e-mails as they come in as I work, and when I take a break can easily respond to my messages.

It synchronizes with my Outlook, so my calendar and contacts are with me all the time. My Outlook calendar, in turn, synchronizes with another tool that has become indispensable to me -- Google Calendar.

Out with the Old, In with Google Calendar

"Honey can you send me an updated calendar?" was one of my wife's frequent refrains. Sending her my calendar not only helped me with our family plans, but also helped her to answer client questions when I was out. To accommodate her, I would go into Outlook, print my calendar to a PDF, and then e-mail her a copy. This system worked well enough -- until the business became so successful that I needed to update the calendar more than once a day for her.

I realized I needed a better solution. And since the solution for just about every problem I encounter is to Google it, that's what I did. I Googled and found Google Calendar.

For most of my career, I've banged my head against the wall trying to convince clients to plan ahead -- so, for example, we can take advantage of the time of year (like spring or fall) to show off the landscaping of their business. Until I had Google Calendar, I really believe most everyone thought I was blowing a lot of smoke and just trying to book myself.

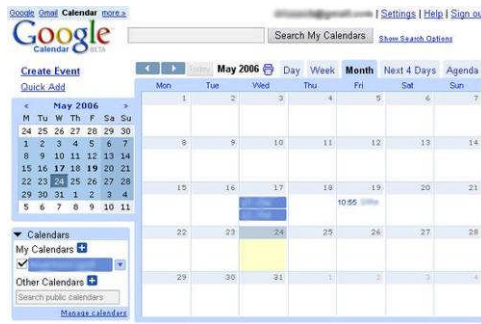
In the past, clients would contact me and I would give them the dates I had open, and they typically would take their time and come back to me later -- only to find some or all of their times had been given away to someone else who was ready to commit.

Since adding Google Calendar to my site several weeks ago, I have had people commit to dates and times right away. They have already checked my availability, and when they contact me are ready to book. (You can see my calendar on the left navigation at www.StanleyLeary.com.)

By the way, I no longer have to send a copy of my calendar to my wife; she is better informed than ever before. Maybe this can help you as well.

COMMERCIAL

Allsouth Renovations
American Die Technology
American Power Conversion
AmeriGlo
Bank of America
Burmeister Group
Defenderworx LLC
Delta Airlines
Design Directions Inc.
Enzymatic Deinking Technologies
ESPN.COM
fTRANS
Fulcrum Construction
GTP Enterprises Inc
Hoffman York
It's for Vets
J. M. Huber Corporation
Ladder to the Moon
Lind-Bergeron
Media2K
Medical Economics Magazine
Merial Ltd.
Merchandise Mart
Molloy Communications
Morning Glory Farms
MSI International
National Basketball Association
Raintree
Robert Rytter & Associates
Roni Hicks & Associates
Russell Athletic
Sears & Roebuck
St. John & Partners
SouthTrust Bank
Summit National Bank
Sunny Crest Publishing
TetraData
Thione International, Inc
Vindigo



Google Calendar synchs with Outlook every five minutes, once a day, or as often as you need it to. With the calendar, you can set up what I like to call visibility layers. You can let the world see every detail of your calendar, parts of the calendar, or nothing at all. You can invite people to have the ability to edit your calendar as well.

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