

Are all your eggs in one basket?

www.StanleyLeary.com

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Client List

EDUCATION

- Agnes Scott College
- Anderson University
- 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

Are all your eggs in one basket?



To "put all your eggs in one basket" is to risk losing everything all at one time. For me this applies to two aspects of my business.

First, if you have a niche' market it is good to develop a second niche'. Kodak saw the writing on the wall years ago and diversified beyond making film products only. If they hadn't they would no longer be around. For me I have my interests directing my photography. I love sports and this is really where I first started in photography. In college shooting all the college sports was exciting. I didn't out grow this interest, but added other areas.



I have gone to the library and found every list of people in the markets I am interested in working with to build a database. This database of 3,500+ names is categorized. I have categories for family, clients, prospects, and broken into almost every imaginable group I can think of. I have phone numbers, mailing addresses and emails. Each of these is a different way to contact the people. I call them, I send postcards and I send out an e.newsletter as well as individual emails.

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
Yamacraw
YMCA

EDITORIAL

ABCNews.com
Athlon Sports
Black Star Publishing
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



My faith has always been what drives much of my passion. I have worked for Christian denomination's mission organization covering missions around the world and continue to do so today. I really enjoy things that challenge my heart the way my faith does for me.

I also love technology. This challenges my mind. I love to figure how things work and how to fix things. This has driven my interest in research and technology photography through the years. All three of these loves exist in higher education. This is why I have helped many schools, colleges and universities through the years with their recruiting and public relations photography.



When someone writes me back to unsubscribe to my e.newsletter I don't delete their name—I add them to my no newsletter category. They still get postcards and occasional phone calls.

Lately I signed up for a new cell plan that lets me make unlimited phone calls as long as I am using the Wi-Fi feature of the phone. This lets me make lots of phone calls. I am learning how to have meaningful short conversations with many people. They are meaningful because I really do care about each person. If you don't feel genuinely interested in people you have to be one incredible actor (which I am not) to pull this off. This is why I work hard to find as many new people I can to add to my list. If you are not genuinely interested in a person, it is important to have someone else to talk to if they don't exist.

One of the gifts I have which I have learned to use more each day is my memory. For some reason once I learn something (really learn it) I usually don't forget. This has helped me in ways I am now only beginning to realize. When I meet someone I haven't talked to in a long time I can remember so much

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



There are times when each of these has peaks and valleys through the year. By diversifying a little and yet still being niche driven and not all over in my work I have been able to keep my eggs in separate baskets with my work.

The second area where I have divided up my eggs is in marketing of my services. One of my best marketing is done through networking. This is getting me involved in my communities. By joining a photography association I learn from others and plug into friends who occasionally get over booked and refer to others they know in the industry. I have joined the Atlanta Press Club because many of those who are members go to the social events and meetings that I would not meet anywhere else. I have been able to meet people who not only might hire me, but become good friends.


about them I can almost remember our last conversation. So, I tend to ask how they are doing and how something we



talked about last time is going. I know others who call a lot for business need to write down something about a person when they talk to them to remind them to do this later when they call them again. I started to do this to help me and just by writing it down once I remembered it, so when I met them again in a grocery store and not planning on contacting them, I remember to ask about how they are doing with what we talked about last. This isn't asking like I am doing therapy and they have a problem. It usually is asking about something exciting that has been going on in their life.



When you think you have done all you know how to do in a particular niche' in your field try to apply those principles



to a new niche'. When you are trying to find a new client or knowing how to keep your present ones, remember dating. Be persistent and try many different approaches.

What's the biggest room in the world?
Room for improvement.

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