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- [Calendar](#)
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- [Past e.Newsletters](#)
- [360 Spherical Panoramas](#)

Speaking Engagements

UNIVERSITY OF THE NATIONS, KONA, HAWAII

Guest Lecturer, Feb 2009
Teaching Lighting, Portraiture and Business Practices in School of Photography program.

SOUTHWESTERN PHOTOJOURNALISM

Presidential Politics Teaches Us Something About Marketing Ourselves



How is running your business like running for office? For one thing, the candidates are scrutinized for more than just their position on issues. We are also evaluated for more than just our product.

Just like the politicians we are evaluated on our looks, our color, age, how healthy we appear and how well groomed we are. Our clients and prospects note all this and more about us.

What message are we sending by how we look? What part of our message as an individual can we control? Well, there's



The candidates are being evaluated for the company they keep and so are we. This is where your community involvement makes a difference. We should let our clients know when we go a mission trips. We need to find ways to let them know that we volunteer as a coach for kid's sports, or anything outside of work actually is valued by clients.

Obama's two young daughters help him appeal to many folks just as Pailin's special needs child makes her special to others. While our outside activities are not our primary message to a prospect — it may be important to some of them and shouldn't be left out.

CONFERENCE, FORT WORTH, TEXAS

Guest Speaker, Feb 2009
Teaching Business Practices

REINHARDT COLLEGE, WALESKA, GEORGIA

Adjunct Professor, Spring 2009
Teaching Photojournalism

our choice of clothing. Occasionally someone may compliment us on what we are wearing, maybe they like the color or style.



Some people have gone so far as to wear certain types of clothing to distinguish themselves from others in their field. Take my lawyer for instance. I think he dresses funny. But I have to give him credit, people remember him, first because his clothing makes a bold statement, but then they remember what a good lawyer he is. Your business success may profit from a little more attention your visual presentation of yourself.

The way we talk, how we express ourselves can make a major impression on clients and prospects. As we watched the debates we listened to see if the candidates answered the question. We listened to how clearly they stated their ideas. We listened to their inflections and pace of their comments to see how confident and knowledgeable they seemed to

Greg Thompson, director of corporate communications for Chick-fil-A, says when he hires folks he looks beyond the hands to the head and heart of the person. The hands represent to him the transactional relationship within most of business. You need a writer, well hire someone with experience and they can most likely meet the immediate needs. However, if you look beyond the transaction you will see that some writers are experts on subjects and then some have given much of their time to a cause. Their passion for the subject makes them a much better hire than just a professional writer.



The candidates running for office have people give them feedback to help them improve and refine their campaigns. We need to turn those who can offer us feedback. We can all benefit from some sandpaper helping to refine us.

Certainly prospects are interested what we can do for

be on the topics.

The candidates wanted to answer the questions in ways that they thought would connect with the audience at home. We too must be aware of our client's perspective. Are we addressing their concerns or our concerns?

them, but they are also influenced by who we are as people. The candidates must present a pleasing total package, so should we.

I've come to realize that the ***dream job*** is not determined by pay alone; it's working with someone who appreciates and makes use of my total package.

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