

A BUSINESS ROADMAP FOR PROFESSIONAL PHOTO ORGANIZERS

IDENTIFYING YOUR IDEAL CLIENTS

WHO HIRES A PHOTO MANAGER?

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Every day, millions and millions of photos are uploaded to photo-sharing sites, while thousands of baby boomers are looking to downsize and collate their life possessions. Weddings are planned, new babies are born, and milestone birthdays happen. Why does this matter? The target market opportunities for photo managers are endless. From families and individuals to businesses, nonprofits, and schools, everyone needs your help!



Here's a list of the top 20 reasons people hire professional photo managers. Identify anyone you know that fits these categories and send them a note telling them about your new business venture. Ask if they'd be interested in learning more and passing your name along. People love to help new business startups; you just have to ask. Let's get started!

Top 20 Potential Photo Manager Clients

1. Family historians
2. Family reunion planners
3. Recent empty nesters
4. Baby boomers
5. Parents with high school seniors
6. Wedding planners
7. Frequent travelers
8. Those who are planning for a milestone birthday or anniversary
9. iPhone families
10. New grandparents
11. Library or museum education program
12. Business anniversary celebration
13. Those preparing for natural disasters
14. Families dealing with dementia
15. Seniors looking to tell life stories
16. Families with kids in sports, band, dance, theatre, etc.
17. Small businesses - landscapers, remodelers, event planners
18. Professional photographers
19. High school or college alumni associations
20. Adoptive or foster care families

Breakdown of 11 Client Scenarios and the Products & Services You Could Provide

SCENARIO 1

A boomer couple is downsizing and has a disorganized lifetime collection of photos, slides, videos, and scrapbooks.

SERVICES:

Scanning
Digital photo organization
Photo management plan
Media Conversion

PRODUCTS:

Cloud storage
External Hard Drives
Archival Boxes
Family Website

SCENARIO 2

A small landscaping firm needs to efficiently utilize their project photos for marketing.

SERVICES:

Digital photo organization
Photo management plan

PRODUCTS:

Cloud storage
Online Photo Gallery



SCENARIO 3

A mom of three has 15,000 photos on her phone and piles of her kids' artwork.

SERVICES:

Phone backup
Digital photo organizing
Memorabilia organizing
Photo management plan

PRODUCTS:

Cloud storage
Photo books
Framed artwork
Archival boxes

SCENARIO 4

A university development office wants to quickly access alumni photos for fundraising appeals.

SERVICES:

Scanning
Digital photo organizing
Photo management plan

PRODUCTS:

Photo books
Photo gifts

SCENARIO 5

A newlywed couple wants to share wedding photos with family and friends.

SERVICES:

Digital photo organization
Photo book design
Photo gift planning

PRODUCTS:

Photo book
Family website
Digital frame
Framed photos



SCENARIO 5

A newlywed couple wants to share wedding photos with family and friends.

SERVICES:

Digital photo organization
Photo book design
Photo gift planning

PRODUCTS:

Photo book
Family website
Digital frame
Framed photos

SCENARIO 6

A high school soccer coach wants to collect photos from the team's entire season.

SERVICES:

Photo management plan
Remote organizing

PRODUCTS:

Photo sharing website
Photo gifts

SCENARIO 7

A family is celebrating a loved one at an upcoming memorial service, and photos are coming in from many relatives.

SERVICES:

Photo management plan
Remote organizing

PRODUCTS:

Photo sharing website
Photo gifts

SCENARIO 8

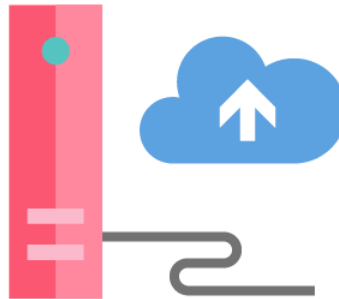
A family business is planning their 100th anniversary celebration.

SERVICES:

Scanning
Printed photo management
Digital photo management
Memorabilia organization

PRODUCTS:

Cloud storage
Photo books
Video slideshow
Photo gifts



SCENARIO 9

A photo enthusiast loves taking pictures but is unfamiliar with technology.

SERVICES:

Software updates
Software training
Photo management plan

PRODUCTS:

Photo sharing website
Digital frame

SCENARIO 10

A granddaughter wants to preserve her grandfather's WWII letters and photos, then share with extended family.

SERVICES:

Scanning
Digital photo organization
Oral history
Family history writing

PRODUCTS:

Archival boxes
Photo books
Family website

SCENARIO 11

A local genealogical society is looking for someone to give a talk on the preservation of photos.

SERVICES:

Speaking engagement
Workshop creation

PRODUCTS:

Free downloads
Online course

