

MEET

DAVID HAKAMAKI



Contact Info:

443 Tall Pines Drive • Iron Mountain, MI 49801
(906) 779-5085 (office) • (906) 396-5085 (cell)
www.cuttingedgephoto.net • email: info@cuttingedgephoto.net

DAVID IS NOT ONLY A SPEAKER AT WPPI, BUT A PART OF OUR COMMUNITY. ATTENDEES ARE INTERESTED IN WHAT HE HAS TO SAY AND, AFTER JUST ONE CONVERSATION, YOU'LL UNDERSTAND. THE MAN CAN WORK A ROOM. IT IS AMAZING TO HAVE HAD HIM AS A PART OF OUR SPEAKERS ROSTER FOR THE PAST 9 YEARS!

-JOE KOWALSKY, WPPI SHOW DIRECTOR

David Hakamaki Photography Education

David Hakamaki, Cr. Photog., is a highly popular Speaker, Educator & Photographer. He operates a highly successful full-time home-based photography studio in a small community in Upper Michigan and is known as the "Home Based Photography Guru".

David started life in the business world and has taught business & economics at several colleges before opening his studio 20 years ago. He has been a Speaker at Photography conventions, workshops & multi-city tours

across the United States, Canada & United Kingdom.

His Seniors, Sports, & Lighting programs have received rave reviews, and his supercharged Business presentations dig deep into the art of marketing, client interaction & sales. Never one to be called "boring", David's quirky personality has a vibrance and unpredictability that keeps his audiences riveted.

David serves on Miller's Imaging Speaking Team, is a [Fundy Storyteller](#) & Savage

Universal's "[Creative Pro](#)". His programs are generously supported by *Miller's Lab*, *Animoto*, *Triple Scoop Music*, *Fundy Software*, *Savage Universal*, *Cheetah Stands* & *Flashpoint Lighting*.

David is a member of the Professional Photographers of America (PPA), Wedding & Portrait Professionals International (WPPI), the Society of Professional Photographers (SWPP). He is highly active in his local community & travels the country with his wife, Gina.

Many “Real World” Topics to Choose From

David’s Most Popular & Requested Sessions:

Running a Successful Home-Based Photography Studio

Today’s photography market has changed -- opening or running a “brick & mortar” studio is difficult. Studies show that home based studios CAN be more profitable than a retail studio. David shows how his home based studio can out perform a traditional studio by creating an inviting “business” look, separating the toys from the props, effectively conducting sales sessions and creating an identity that people will recognize. See how David brings in \$1,000+ clients in a small, rural town FROM HIS HOME! No more Starbucks meetings for you!

Bring the “Business” Back into your Photography Business

Photographers either hate or are terrified over the sales part. Unfortunately, effective sales sessions are essential in operating a profitable Photography BUSINESS. David discusses ways to conduct successful sales sessions. Find out how his full-time studio consistently brings in \$1000+ sales in a small rural town. This program is business oriented and taught by a person with a business background. Learn how to prepare the client for sales, create an effective sales session, use established sales tactics, & implement follow-up sales for more profits.

ROCKSTAR Seniors - Chasing (and Capturing) the Elusive HS Senior

How do you grab the attention of the fickle 17/18 year old and MAKE them want to come to your studio? David will assist you with marketing yourself to seniors and make you the HOT studio in town. David talks marketing, client interaction, location selection, post production & sales. He also demonstrates his innovative “Live Viewing”, which has been instrumental in creating an unparalleled experience for his studio. This session will bust you out of the pack and make you the cool place to go.

Dominating your HS & Youth Sports Market

David has dominated his HS & youth sports market, capturing between 70 - 100% of area youth sports business (soccer, football, baseball, softball, wrestling, etc.), as well as multiple area High Schools. This program is focused on both HS & youth league sports. David will walk you through methods to market your studio to HS Athletic Directors, coaches & leagues, integrate you as the sports photographer of choice, develop an efficient workflow and develop a product list that creates a buzz about your work. We will look at Banners, add-ons and other ways to up your sales. See how HS & youth sports can be a consistent and sizable income in your photography business.

Things Businesses Do That PI\$\$ People Off

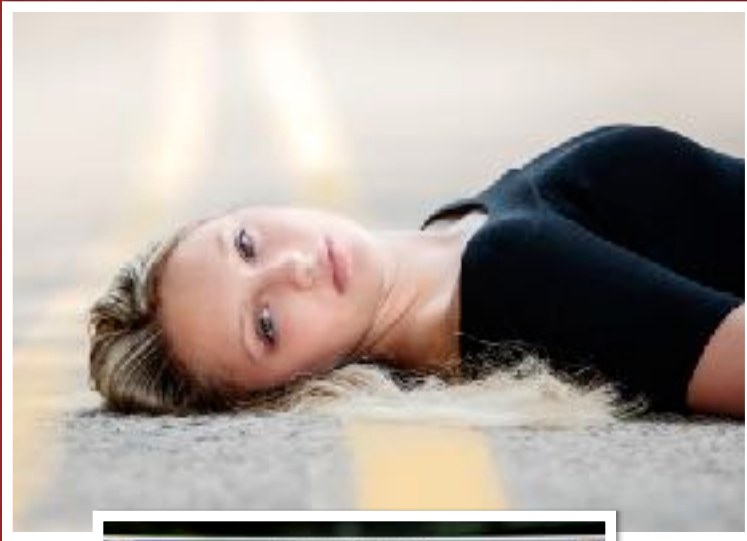
Everyday, businesses infuriate customers. Think about your last experience as a customer. What did that business do to PI\$\$ you off? How could they have corrected, or at least minimized, that situation and made it better? David will take a lighthearted walk through the myriad of things we do EVERYDAY that PI\$\$ our own customers off. We will laugh & poke fun at ourselves, in an attempt to see what we are doing and what we can do better. This program will cause you to go back to your studio and change things that will make each customer interaction a more pleasant (and ultimately, profitable) experience.

Light Like a Wizard

Photographers do not want to carry around excess gear. However, you need good quality lighting to ensure that you can make any scene into a flattering portrait. David is a master of lighting and he will show you how to move light and fast with multiple lighting setups that can be used anywhere, from lighting up a single person or a small group, as well as creating dramatic portraits that will WOW your client. This is a LIVE HANDS ON DEMO class where the audience gets to shoot and learn with Flashpoint (Godox) lighting.

Don’t see a particular topic listed? Just ask what other topics David can provide. Feel free to blend a few topics together to customize the program for your members. Call 906-779-5085 for more information.

LEARN BUSINESS FROM A PHOTOGRAPHER WITH A BUSINESS BACKGROUND



DAVID'S UNIQUE STYLE OF COMBINING SMART BUSINESS PRACTICES & CREATIVE PHOTOGRAPHY HAS SET HIS MARKET ON FIRE. WHILE OTHER PHOTOGRAPHERS STRUGGLE TO FIND WORK, DAVID'S BUSINESS CONTINUES TO GROW. HIS STRAIGHT FORWARD PRESENTATIONS FOCUS ON LEARNING, WITH EMPHASIS ON WHAT HAS WORKED FOR HIM. SEE "REAL WORLD" SOLUTIONS THAT ACTUALLY WORK WITHOUT THE HYPE OR SALES PITCH.

DAVID'S PROGRAMS ARE GENEROUSLY SPONSORED BY & PARTNERED WITH



UPCOMING AND PAST PROGRAMS

1. [THE PHOTOGRAPHY SHOW UK CONVENTION](#), BIRMINGHAM UK, 4 PROGRAMS, 2024
2. [AL/TN 3-CITY TOUR + WORKSHOP](#), HUNTSVILLE/ NASHVILLE/KNOXVILLE, 2024
3. [WPPI 2024](#), PHOTOWALK & PORTFOLIO REVIEWS, 2024
4. [THE SOCIETIES OF PHOTOGRAPHERS UK CONVENTION](#), 4 PROGRAMS, LONDON UK, 2023
5. [VERMONT PPA MONTHLY SPEAKER SERIES](#), BURLINGTON VT, 2023
6. [WPPI 2023](#), PHOTOWALK & PORTFOLIO REVIEWS, 2023
7. [THE SOCIETIES OF PHOTOGRAPHERS UK CONVENTION](#), 4 PROGRAMS, 2022
8. [OREGON PPA LUMINATE CONFERENCE](#), 2021
9. [WPPI 2021](#), PHOTOWALK & PORTFOLIO REVIEWS, 2021
10. [VIRGINIA PPA REEL TOUR](#), 4-CITIES, 4-DAYS, 2021
11. [FLORIDA COUNCIL OF CAMERA CLUBS](#), 2020
12. [THE PHOTOGRAPHY SHOW UK CONVENTION](#), BIRMINGHAM, UK, 2020
13. [WPPI 2020](#), PHOTOWALK & PORTFOLIO REVIEWS, 2020
14. [THE PHOTOGRAPHY SHOW UK CONVENTION](#), BIRMINGHAM, UK, 2019
15. [WPPI 2019](#), 2 PHOTOWALKS, 2019
16. [PROFESSIONAL PHOTOGRAPHERS OF LOUISIANA](#), CLOSING PGM AT SPRING CONVENTION, 2018.
17. [TWIN CITIES PPA](#), MINNEAPOLIS, 2018
18. [WPPI 2018](#), MASTERCLASS & PHOTOWALK, 2018.

David is a master of lighting. He can turn terrible light into amazing light and any subject into a work of art. The explanations he gives are so easy to understand and makes it fun to learn again!

WPPI PhotoWalk Reviewer, WPPI 2021

Do you have a conference, workshop or monthly meeting coming up? Contact David Hakamaki for a program that will

Times are getting really tough in the photography industry. Everyday, we are competing with part-timers, people with inexpensive cameras & everything in between. How do you compete & keep your photography business growing?

Two things are vital to be successful - good photography & business skills. Having one, but not the other, will often result in a struggling business. My business relies on making smart business decisions, which has allowed my studio to become very successful. Being a business person and teacher, I love to pass on my acquired knowledge to other photographers.

My programs are no-holds barred, no sales pitch, no fluff, no "BULL" sessions - just pure education! So, if you want a program focused on teaching your organization better Photography, lighting and business skills from a successful working photographer, *with a business background*, give me a call or shoot me an email at:

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"We hosted David in Virginia and he was awesome. He spoke on Senior Portraits and his program was very informative and entertaining. He was great to work with and very professional. We look forward to having him back one day soon."

Mary Fisk-Taylor, M. Photog., M. Wed. Photog., Cr., EA-ASP, CPP
President of Professional Photographers of America