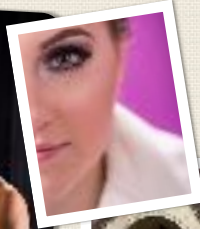


MEET

DAVID HAKAMAKI



Contact Info:

David Hakamaki • Cutting Edge Photography
443 Tall Pines Drive • Iron Mountain, MI 49801 • (906) 779-5085
www.cuttingedgephoto.net • email: info@cuttingedgephoto.net

DAVID IS A NATIONAL SPEAKER AND MENTOR ON A VARIETY OF PHOTOGRAPHY TOPICS.

David Hakamaki's Speaker Series: Putting the "Business" Back into Your Photography Business

David Hakamaki, Cr. Photog., is owner of Cutting Edge Photography, in Upper Michigan. Operating a full-time home-based photography studio in a small, rural community, David earned national recognition for his work and is now known as the "Home Based Photography Guru". David's studio has quickly become the highlight of his region and attracts clients through his unique style and client interaction.

Starting out in the business world, David explored alternative ways to make his photography business shine in a flooded and confusing industry. While others struggle, David's studio continues to prosper and attract business. Understanding the many pitfalls that today's photographers encounter, David uses his business world background to stay fresh, increase sales/profits and create clients that are his best source of marketing.

David serves on Simply Color Lab's "Senior Dream Team" and Savage Backgrounds "Featured Photographers". His programs are supported by *Simply Color Lab, Animoto, Triple Scoop Music, Fundy Software, Savage Backgrounds, Finao & Hunt's Photo*. David is a highly distinguished speaker at state & national conferences, webinar instructor, key beta tester on industry products and been featured at Photographers Ignite and multiple WPPI Platform & Master Classes.

His presentations not only focus on photography, but dig deep into the art marketing, client interaction and sales sessions. David uses his vast knowledge and expertise of business and photography, as well as his background teaching college business & economics, to pass on established business practices in easily understood concepts to his photography audience.

His fun, quirky & dynamic teaching methods offer a unique approach in presenting "real world" solutions to all levels of photographers. His programs incorporate a hearty mix of traditional presentation materials, along with audio, video, "hands on" and audience interaction. Never to be called "boring", David's style has a vibrance and unpredictability that keeps his audiences riveted throughout the program and excited to incorporate all they have learned.

David is a Photographic Craftsman (Cr. Photo.) from the Professional Photographers Association (PPA), a member of the Wedding & Portrait Professionals International (WPPI) and Education Coordinator for the local Business Networking International (BNI) chapter. He is active in his local community, serves as a Girls softball coach and travels the country with his family in search of adventure.

Many “Real World” Topics to Choose From

David’s Most Popular & Requested Sessions:

Running a Successful Home-Based Photography Studio. A Standing-Room-Only WPPI Platform Class.

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 a professional look to your identity. See how David brings in \$1,000+ clients in a small, economically strapped rural town FROM HIS HOME! No more Starbucks meetings for you!

Great Sales Sessions & Trends. SOLD OUT WPPI Master Class.

The most dreaded part of photography are sales sessions. 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 studio consistently brings in \$1000+ sales in his small town. This program is business oriented, taught by a person with a business background. Learn established sales tactics, incentive programs, unique add-on sales tips & follow-up sales that keep your bottom line happy.

ROCKSTAR Seniors - Chasing (and Capturing) the Elusive HS Senior. SOLD OUT WPPI Master Class.

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 the seniors & make you the HOT studio in town. David talks Senior Reps, social media, marketing, client interaction, location selection, post production & sales. He also incorporates a hands-on demonstration of his innovative “Live Viewing”, which has been instrumental in creating an unparalleled experience about his studio. This session will bust you out of the pack and make you the cool place to go.

Dominating your Youth Sports Market.

David has quickly dominated his youth sports market. Since moving to his area 12 years ago, David now captures between 70 - 100% of area youth sports business (soccer, football, baseball, softball, wrestling, etc.). This program is focused on youth league sports and not action or contract based sports. David will walk you through methods to market your studio to 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. See how youth sports can generate a sizable income and start building your client base at a young age.

Social Marketing for Photographers.

David’s studio is definitely unique. People know who he is and what products his studio offers. This session is a stepping stone to developing your identity and marketing approach. Don’t allow yourself to “throw it against the wall and see if it sticks”. Find out who your target market is and how to develop an effective marketing campaign. Dive into effective use of social media (Facebook, Instagram, etc.) and social marketing. Explore what social marketing trends work and don’t work, as well as unique marketing techniques used by Fortune 500 companies that can easily be used by your photography business.

Different Light for Different Looks. A WPPI Master Class.

Photographers deal with light every day. By allowing yourself to become the master of light, you can find new and unique ways to diversify your work and make it stand out. David Hakamaki will walk you through a myriad of lighting options, including natural light, studio strobes, continuous lighting and portable LED lighting, to show you how many ways a subject can be featured. Attendees will gain a better understanding of lighting ratios, direction/intensity of light and how any light source can go in your bag of tricks. LIVE DEMO SESSION.

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 HOW DAVID PROVIDES "REAL WORLD" SOLUTIONS THAT ACTUALLY WORK WITHOUT THE HYPE OR SALES PITCH.

DAVID'S PROGRAMS ARE SPONSORED BY AND PARTNERED WITH



UPCOMING AND PAST PROGRAM LOCATIONS

1. [PROFESSIONAL PHOTOGRAPHERS OF LOUISIANA](#), CLOSING PROGRAM AT SPRING CONVENTION, APRIL 9, 2018.
2. [TWIN CITIES PPA](#), MINNEAPOLIS, MARCH 12, 2018
3. [WPPI 2018](#), MASTERCLASS AND PHOTOWALK, FEBRUARY 27-28, 2018.
4. [THE SOCIETIES OF PHOTOGRAPHERS UK CONVENTION](#), 3 PROGRAMS, JANUARY 10-12, 2018.
5. [SWMCCC SUMMER OF FUN WORKSHOP](#), HOPE COLLEGE, JULY 28-30, 2017
6. [GREATER NEW ORLEANS PPG](#), OCTOBER 19, 2016
7. [TALLAHASSEE PPG](#), OCTOBER 17, 2016
8. [PPA OF MASSACHUSETTS, WORKSHOP](#), JUNE 13, 2016
9. [PP OF SOUTHWEST OHIO \(PPSO\), WORKSHOP AND PHOTOWALK](#), JUNE 6&7, 2016
10. [WPPI 2013-2017 PLATFORM & MASTER CLASSES](#), LAS VEGAS

Traditional marketing — including advertising, public relations, branding and corporate communications — is dead.

Harvard Business Review

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 business skills and techniques from a successful working photographer, *with a business background*, give me a call or shoot me an email at:

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"To open a shop is easy, to keep it open is an art"

Chinese proverb