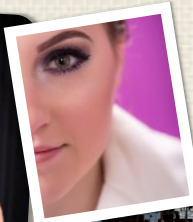


MEET

DAVID HAKAMAKI



Contact Info:

David Hakamaki • Cutting Edge Photography
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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", [Fundy Storyteller](#) & Savage Backgrounds "Featured Photographers". His programs are supported by *Simply Color Lab, Animoto, Triple Scoop Music, Fundy Software, Savage Backgrounds, QT Albums, BlackRapid & Adorama*. David is a highly distinguished speaker at national & International conferences, online instructor, beta tester on industry products and been featured at Photographers Ignite.

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), the Society of Professional Photographers (SWPP) & Business Networking International (BNI). He is active in his local community 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!

Keys to Successful Sales. SOLD OUT WPPI Master Class. 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. 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.

Things Businesses Do That PI\$\$ People Off. A Hysterical & Lighthearted Program

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. A SOLD OUT WPPI PhotoWalk & Master Class.

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 will show you some quick and lightweight lighting setups that can be used anywhere, light up a single person or small group, and create dramatic portraits that will WOW your client. This is a LIVE HANDS ON DEMO class where the audience gets to shoot and learn.

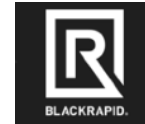
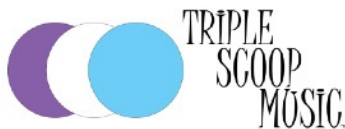
Don't see a particular topic listed? Just ask what other topics David can provide. Feel free to blend a few topics together to customize the program for your members. Call 906-779-5085 for more information.

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. [PPSNYS WORKSHOP](#), HOBART COLLEGE, NY, 2021
2. [FLORIDA COUNCIL OF CAMERA CLUBS](#), 2020
3. [THE PHOTOGRAPHY SHOW UK CONVENTION](#), BIRMINGHAM, UK, 2020
4. [WPPI 2020](#), PHOTOWALK, 2020
5. [THE PHOTOGRAPHY SHOW UK CONVENTION](#), BIRMINGHAM, UK, 2019
6. [WPPI 2019](#), 2 PHOTOWALKS, 2019
7. [PROFESSIONAL PHOTOGRAPHERS OF LOUISIANA](#), CLOSING PGM AT SPRING CONVENTION, 2018.
8. [TWIN CITIES PPA](#), MINNEAPOLIS, 2018
9. [WPPI 2018](#), MASTERCLASS & PHOTOWALK, 2018.
10. [THE SOCIETIES OF PHOTOGRAPHERS UK CONVENTION](#), 3 PROGRAMS, 2018.
11. [SWMCCC SUMMER OF FUN WORKSHOP](#), HOPE COLLEGE, 2017
12. [GREATER NEW ORLEANS PPG](#), 2016
13. [TALLAHASSEE PPG](#), 2016
14. [PPA OF MASSACHUSETTS, WORKSHOP](#), 2016
15. [PP OF SW OHIO \(PPSO\), WORKSHOP AND PHOTOWALK](#), 2016
16. [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:

David Hakamaki, Cr. Photog.
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"To open a shop is easy, to keep it open is an art"

Chinese proverb