



SMACK HAPPY

VIDEOCAST

where we explore all things web and marketing
web design • marketing tips • useful insights • news • design • fun

VIDEOCAST #005 — THE REASON I STARTED DOING PHOTOGRAPHY IN THE FIRST PLACE



Aerial Drone Photography

A really rad tidbit behind this amazing shot by Niall David Photography, is that you actually need to be licensed to do this type of photography. Niall is an FAA certified, licensed, and insured sUAS Remote Pilot.

Who says you can't be a photographer, business owner, and pilot? Not this guy!

62%

Out of 585 US Billionaires are self-made (Source: Wealth-X 2016)

THINKING ABOUT STARTING A BUSINESS?

DO IT, TO IT

We started this videocast so that we could get to know our clients, partners, and fellow small business owners. Interestingly enough, most of our discussions to date have included an underlying theme about business ownership. If you are new to or learning about business ownership, just keep in mind that there are no step-by-step rules, rhymes, or reasons to the entire process.

Our guest, Niall David, shares

some insight into why he started his business in the first place. He also shares how he is able to tie in his past experiences, jobs, and knowledge (of Environmental Sustainability) into his professional photography business.

In summation, do not be afraid to start a business.



Own it and use what you already have to make it uniquely yours. As you will see in this videocast—there are rewards in taking risks and the reward even goes beyond a monetary one. Enjoy!

This week's special guest:
Niall David, Niall David Photography

Niall David of Niall David Photography San Francisco is a pro at telling stories one image at a time. His storytelling approach

to photography helps create the most memorable experiences for every unique individual or business he works with.



Take action. The world is full of great ideas, but success only comes through action.

Don't Be Afraid to Pivot

Fall seven times, stand up eight.

-Japanese Proverb

BEING LAID OFF: A GIFT OR A BURDEN?

After some confusion and mixed feelings, you may come to realize that being laid off is not the worst thing that could happen to you. In fact, for many people, it is the best! After *Googling* a number of blogs and rants online—it was surprising that the majority of those people all found their bright side and were finally able to dig into something they have always wanted to do. Something they are passionate about.

We discuss in our videocast, for instance, that being laid off played a part in getting Niall to where he is today. He had a great corporate job (which is great for some people), but he wanted more. He needed more. Now, he owns a photography business and more!

NEXT IN THE QUEUE

A Fun Discussion with

VERDUCCI EVENT PRODUCTIONS

Top Info You Need to Know Before Getting Started in Photography

1. It is not all fun and photos if you want to start a business.

Photography *is* fun, however, when it comes to running a full time photography business—80% of it is your day-to-day tasks. From marketing and networking to behind-the-scenes post production you will have a lot on your plate in addition to being behind the camera.

2. **To be a photographer, you don't necessarily need to take official classes to get there.** While taking classes to learn basic techniques can be

WE LEARNED...

There are times when you will want to throw your camera out the window and watch it shatter. Take a breath, and do not do this.

a plus, you really get your solid experience from just going out there in the real world—taking pictures and taking names.

3. **Remember that it is all about the experiences.** From creating

your own experiences to creating experiences for others through your photography—this is really an important piece to any business. Learn from your mistakes, build up your knowledge, adapt and pivot as you need to along the way.

Catch up with us and learn more about this topic by watching our videocast.

If You Want to Learn Some Stuff...

Check out this pro tip from Niall.

Try gear before you buy it. You can even rent gear. Eventually, you will gravitate towards what you like, and the rest will not be used as often as you would think.