

IDENTIFYING YOUR IDEAL CLIENTS

Who Hires a Photo Manager?

By Cathi Nelson,
CEO & Founder of The Photo Managers



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!



20 Scenarios That Would Hire a Photo Manager

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

Breakdown of 11 Client Scenarios and the Products and Services Your Could Provide

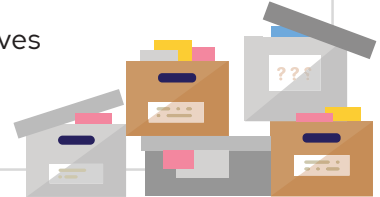
Boomer couple downsizing has a disorganized lifetime collection of photos, slides, videos, and scrapbooks.

SERVICES

Scanning
Printed photo organization
Digital photo organization
Media conversion

PRODUCTS

Cloud storage
External hard drives
Archival boxes
Family website



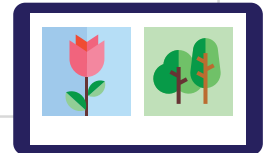
Small landscaping firm needs to efficiently utilize their project photos for marketing.

SERVICES

Digital photo organization
Photo management plan

PRODUCTS

Cloud storage
Online photo gallery



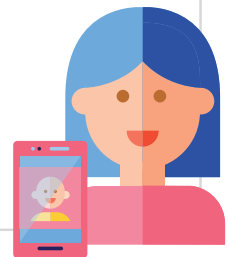
Mom of three has 15,000 photos on her phone and piles of kids' artwork.

SERVICES

Phone backup
Digital photo organization
Memorabilia organizing
Photo management plan

PRODUCTS

Cloud storage
Photo books
Framed artwork
Archival boxes



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

SERVICES

Scanning
Digital photo organization
Photo management plan

PRODUCTS

Photo books
Photo gifts



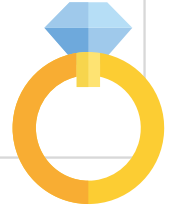
Newlywed couple wants to share wedding photos with family and friends.

SERVICES

Digital photo organization
Photo book design
Photo gift planning

PRODUCTS

Photo book
Family website
Digital frame
Framed photos



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

SERVICES

Photo management plan
Remote organizing

PRODUCTS

Photo sharing website
Photo gifts



Family needs to celebrate a loved one at a memorial service, photos coming from many relatives.

SERVICES

Photo sharing plan
Digital photo organization
Printed photo organization

PRODUCTS

Video slideshow
Photo poster board



Family business planning their 100th anniversary celebration.

SERVICES

Scanning
Printed photo management
Digital photo management
Memorabilia organization

PRODUCTS

Cloud storage
Photo books
Video slideshow
Photo gifts



Photo enthusiast loves taking pictures but is unfamiliar with technology.

SERVICES

Software updates
Software training
Photo management plan

PRODUCTS

Photo sharing website
Digital frame



Granddaughter wants to preserve her grandfather's WWII letters and photos and share with extended family.

SERVICES

Digital photo organization
Photo management plan

PRODUCTS

Cloud storage
Online photo gallery



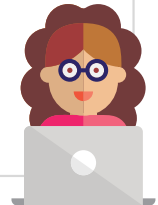
Local genealogical society interested in talk on preserving photos.

SERVICES

Speaking engagement
Workshop creation

PRODUCTS

Free downloads
Online course



ABOUT CATHI NELSON



Cathi Nelson is the founder of [The Photo Managers](#), the world's leading educational community in the rapidly growing field of photo management. The Photo Managers serves Photo Management Professionals around the world, thousands of do-it-yourselfers, and legions of people who want to hire certified professionals to help manage their photos and family heirlooms.

She is the author of the bestselling book [Photo Organizing Made Easy](#), has created two online courses, [Printed Photo Organizing Made Easy](#) and [Digital Photo Organizing Made Easy](#), and is a frequent speaker at conferences and webinars. Cathi remains firmly rooted in her vision to empower others to use visual storytelling as a means of preserving and sharing their personal life journeys.