

# Carolyn Potts Info for Photo Marketing Rehab Attendees:

For the photographers who, inspired by the PMR event, are now more fully committed to marketing their work in ways that appeal to buyers, here are some more resources from PMR panelist, Carolyn Potts.

1. "The Commoditization of the Commercial Photography Business" is an article written in 2005 predicting much of what we're now experiencing in the photo business.

It gives a great overview of how to think of your content in the digital age.

2. PottsMarketingGuide is a free newsletter containing many marketing tips and guidelines.

It helps un-repped photographers attract more work by teaching them how to think like a rep and "play well with others" when it comes to communicating with art buyers.

Both those resources are available by signing up on the CONTACT page of

[www.cpotts.com](http://www.cpotts.com)

or by this direct link.

<http://www.cpotts.com/25855.html>

The ASMP Strictly Business blog ,  
her FaceBook

<http://bit.ly/FaceBookPottsConsulting>

and Twitter feed

<http://twitter.com/PhotoMktngCoach>