

## Beate's Tip Sheet

### Authenticity...

Is one of the big keywords circulating everywhere. What's that all about?

**No matter where I go these days, from conferences to forums and blogs and in articles everywhere, I read and hear the word 'authenticity.' Let's take a look at what that means and how this can help your business.**

The world is changing. While that is hardly news for anyone, there is an element that we should take a closer look at. That is the topic of generational trends- beliefs and ideas that identify entire generations. For the Baby Boomers and most of Generation X, it has been about making it to the top. Much of our drive was about money and success. The media outlets and movies talked about how to get to the top fast, climb the ladder, get the corner office, drive big cars, buy even bigger houses, and most of all, it was about consumption. The more you had - the better. You may remember the iconic movie Wall Street featuring ruthless stock brokers and expensive interior decorators. There was no such thing as too much. You were only worth how much money you made and what you had been able to amass in terms of career status and \$\$\$.

These ideas no longer drive most people. There has been a major shift changing the way we act, see the world, and do business with each

other. So let's take a look at what that shift is and how that affects the way you need to communicate, work and portray to your clients who you are.



### This Month

We talk a lot about transparency this month. I've been struggling with this project because it has been taking so much longer than I had anticipated. It is the launch of the new course: Photography Business Intensive.

We realized that we needed to build a new site that would allow us to do more. Meaning the front is getting a facelift. In addition we are adding multiple features to the backend that will allow me to communicate with you via a membership Hub.

The new membership Hub will contain several levels of membership as well as the Photography Business Intensive Course that will be available online. As well as course materials and tons of supporting documents like sample contracts, model, resource guide, property releases, and estimation forms etc. It's coming and you will be the first to know!

## The Pendulum Swings

My consultants call this the Pendulum motion. Whenever the Pendulum swings to one side it has to return and pass point 0 before it swings to the opposing side, described now as the swing from the male to the female side. From the 'all about me' to the 'all about us' is where we are heading. I love the visual illustration of the Pendulum that [Michael Drew](#) and [Roy Williams](#) describe so vividly in their upcoming book to launch later this year. Take a look at this article that Roy wrote back in 2008 and how right he has been with his predictions: <http://www.mondaymorningmemo.com/newsletters/read/1736>.

By the way, Roy founded the [Wizard Academy](#) and I may have some very cool news for you soon. His Academy is a place for some of the most amazing minds, writers, scientists, and artists of many kinds. I recommend subscribing to his Monday Morning Memo that is read by tens of thousands of people every week. Be warned, this is not mainstream entertainment, but a lot of the behind the scenes scientific data and trends.

But back now to our talk about authenticity.

Where it once was OK to be selfish and focused entirely on your own, this doesn't work any longer. As an example: where the Hummer once made us believe and admire the image of the tough gal or guy behind the wheel – today we'd think he or she is merely stupid to blow so much money on a car. SUV's were taking over the roads and more people drove them than any other cars. That trend is gone, too. Now the big hit is the new tiny Fiat. Smart cars are popping up left and right and driving a Prius is the 'in' thing to do.



### Monthly Inspiration

You will laugh about this one. It's my sister's dog that inspired me this month. While visiting Germany for a family affair, I stayed at her home near Munich. The place was brimming with 30 people of which 12 stayed overnight. No problem for Emmi. More people mean more attention. Everyone departs but me. No problem for Emmi. She'll just hang out with me. Want to go for a walk with my sister? No problem. A walk with me? No problem. Even though I was unsure if she could get off the leash or not, I decided it was best to keep her on leash the first time we walked. She looked at me like she wanted to ask – are you serious? But still, no problem. A trip on a boat on the lake – no problem... until the engine made loud startling noises. But even that was no problem in the end. Wake up early? No problem, Emmi says hello. Sleep in? No problem, Emmi can always rest a little more. Ready to play? You got it – no problem... If I could bring just a tiny percentage of that "no problem attitude" into my life I'd be in good shape. Now when I am stressing I ask myself – what would Emmi do?



### Your Monthly Three Goals

- 1 5 words that describe who you are
- 2 Find new social media outlets to build your community
- 3 Think: What would Emmi do?



cont.

I read an article a couple of months ago on a blog where the writer said at that there was one point when he realized how much 'stuff' he had; how he realized that his buying and spending was mindless. He started to mindfully reduce his possessions because he felt it was no longer appropriately reflecting who he was. Since I read that article I ask myself every single time – do I need this or am I just adding 'stuff'? Not an easy one for me. I like 'stuff', especially since I wasn't always able to afford it.

## Who are you really?

This is the crux of authenticity. Who you are underneath is what needs to shine brightly and **stand out**. That is why Social Media became so HUGE. Every single aspect of your community building efforts needs to demonstrate who you are and what you stand for. Your clients don't want to see a brochure of yet another photographer who takes good pictures. They don't want to see a video featuring just pretty things. Clients want to know who you are, what makes you tick, and if they can trust you as a person. They want to do business with someone who buys into and represents the same core values that they have. Clients want to know that you are real, and authentic. That is what you need to show and that is how you find your clients.

There is no hiding possible. Social Media has taken the core of who we are and made it transparent for everyone to see. Watch your language and what you put out there because everyone checks up on you. Some people, like my own sister and her entire family, don't like or trust Facebook. She doesn't want

to hear it but my prediction is that unless you actively engage your clients and customers where **THEY ARE**, which is being active in different communities - doing business is going to become so much harder if not impossible. You have to keep up and stay current.

## What should you do?

**Find out who you are.** For my coaching clients in an uncover session, we create an entire document that only talks about you and why you are special.

**Participate in social media and engage your audience.** Be smart about what you post and what you show. Reveal things that people will love about you; your love of pets, your keen sense of your neighborhood, you visiting your parents, and cooking great foods.

**Show the cracks in your armor.** You are human. Some things just aren't for you. Stop trying too hard. An occasional meltdown allows people to 'help you'. And realize you're a real person with real feelings.

**Stop fighting trends. Transparency is key!** If your clients think you are holding something back or that you are hiding they will not work with you.

**Why should you participate and do all of the things I just mentioned?**

...Because a new generation is coming into power. Generation Y is climbing to the helm and the lost generation aren't far behind. Funny thing is, they don't think that they are 'lost.' They are smart and they learn in lightning speed. They understand the idea of community and most importantly they know in an instant if you are real or fake. If you want to sell anything, you need appeal to them.

[beate@PhotoBizCoach.com](mailto:beate@PhotoBizCoach.com)



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## My Favorite Testimonials for This Month:

Love your videos! It would be a pleasure to work with you sometimes.  
~Missy Burton;

I cannot say enough about this Group, it is wonderful and I thank you Beate for having it and taking care, that we are informed and can connect with each other in a very simply way. In the brief hours of connecting with you, I have met and chatted with some of the nicest people in the business.  
~Patrice

*(Both are comments on videos I created for Blackstar Rising a valuable resource for photographers)*



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### Chelette Enterprises, Inc.

P.O. Box 1293

Culver City, CA 90232

