

Photography

Marketing or Art?

November 16, 2017 | Charles T. Low

(Christmas is coming!)

Thinking about **marketing** includes putting oneself in the mind of the client. For example, the literature says to write a blog entry which customers would find appealing.

"Here's what I can do for you." That kind of thing. Fine. Good!

So, I would like to say that **Christmas is coming**, and you could commission a spectacular photograph, such as:

- a family portrait, or
- your car, or
- your house, or
- almost anything.



And then one could make that into a **seasonal greeting card** or a **postcard** - or into something to hang in your **rogues' gallery**. (I suggest at least an 11x14 ...)

It's all surprisingly affordable.

Or, **what about a work of art as a gift?** Check out the [offerings](#). Prices fall dramatically from a large, 24-inch, professionally-matted photograph, which goes for about \$200, down into the \$25 range for something smaller.

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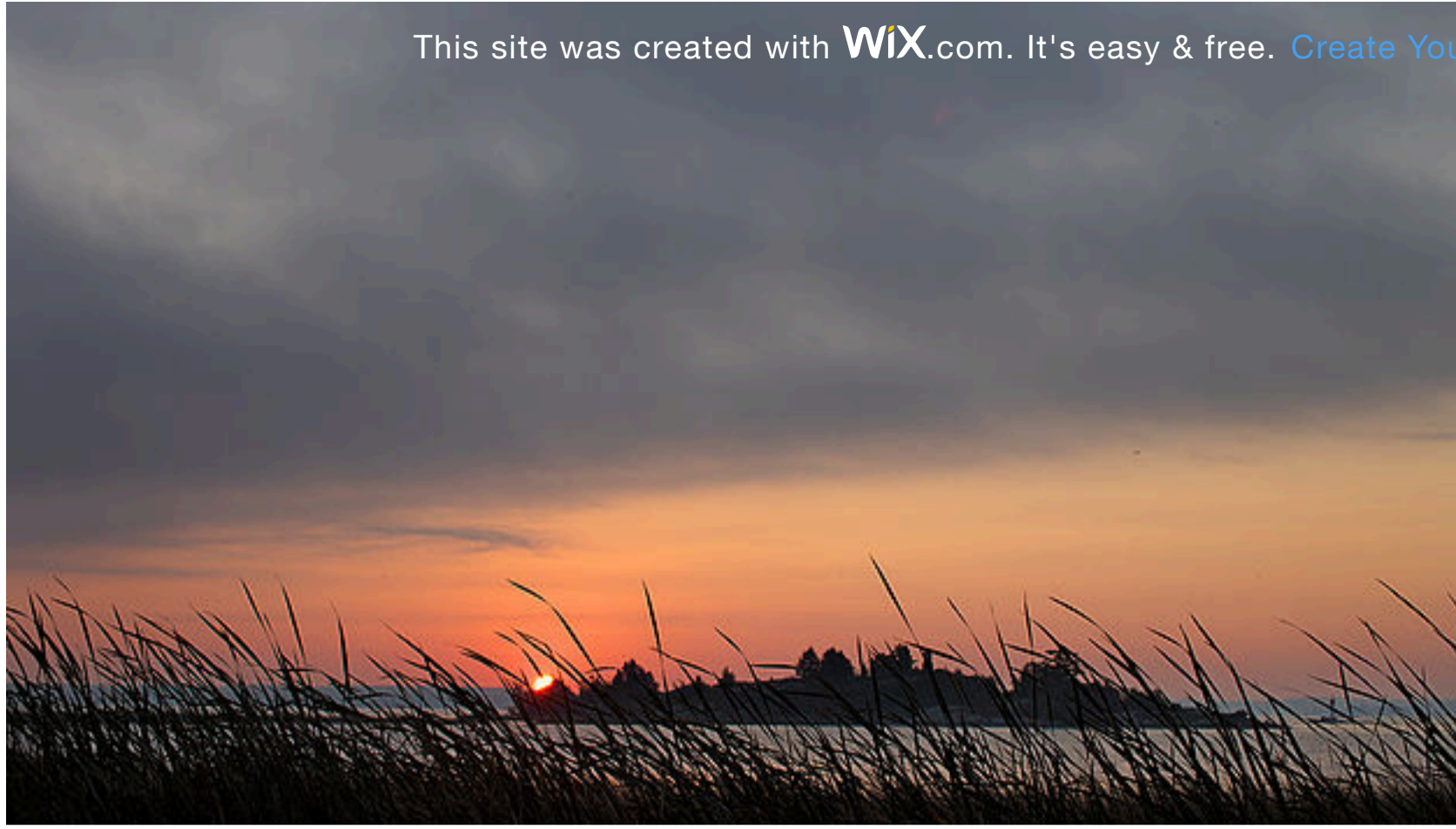
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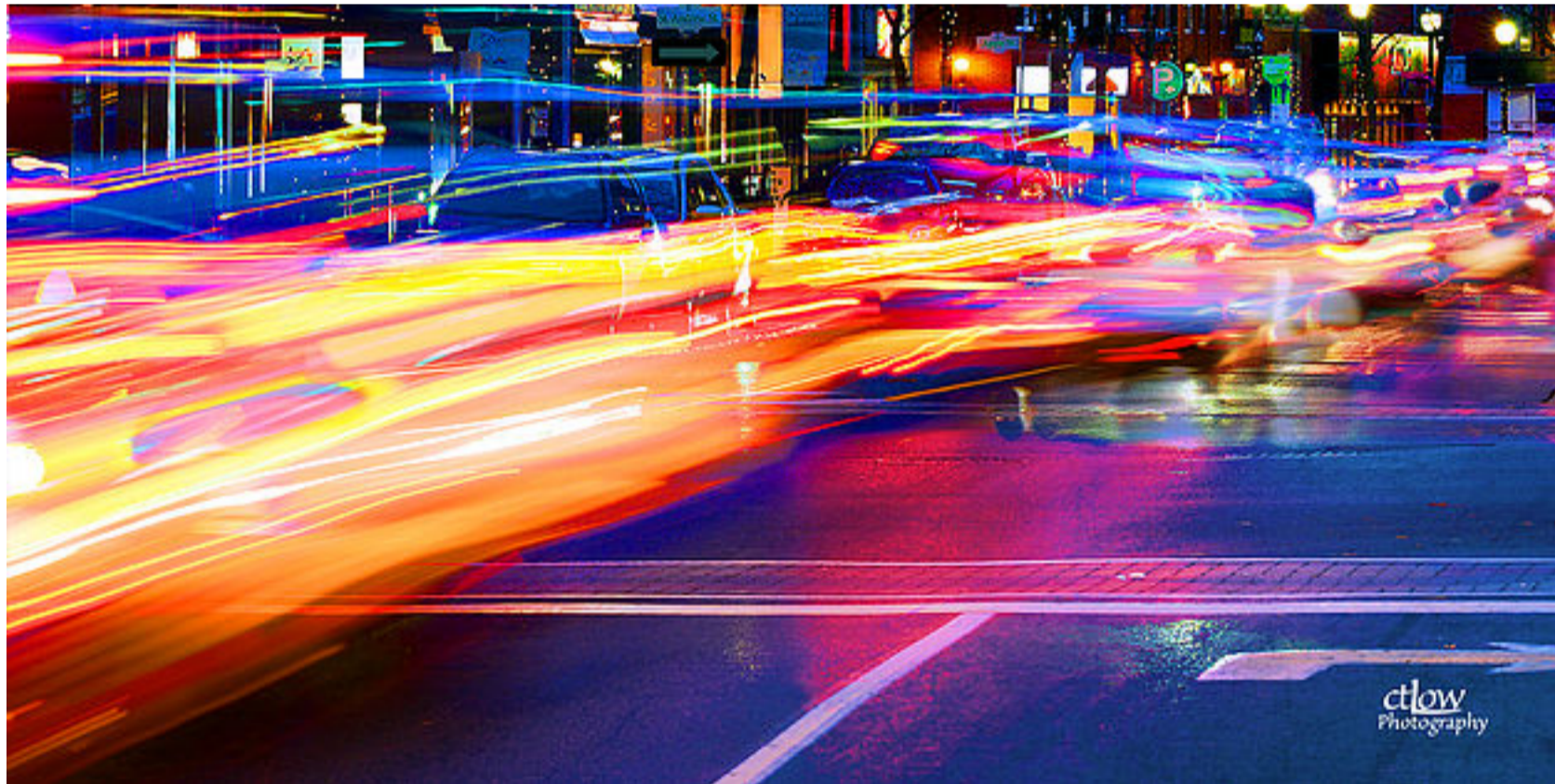
As well as the "offerings" link above, check out [Richard's Coffeehouse](#), Brockville, corner of Perth and King, where five large Brockville-area photographs of mine are hanging and ready for purchase.

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Thinking about **art**, by contrast, includes putting oneself in one's own mind! That may have nothing very directly to do with advancing one's business.

We all have to work out our own balance between making a living and staying true to our vision.

And part of art is just going out and making art, not waiting for inspiration. That's what happened the other day when I stood on cold, dark streets and made photographs, at dawn and then at dusk. In my (small) city, streets are simply handy - and beautiful, in their own right, and in their own way.



And as [Freeman Patterson](#) has said, exercising those "photographic muscles" isn't going to hurt on my next commercial assignment.

You all know how to [reach](#) me!

Tags: gift Christmas photography portrait

