How to Catch a Client!!!

Have you been trying to land those great clients but feel like you are fishing with the wrong bait?

Well, come see how Tammy Graham, CPP of Fort Worth, Texas lures in those big ones with simple but effective marketing techniques.

Tammy Graham and Matt Gilstrap

Not only will she show you how to hook them, she will also show you how to keep them.

Graham specializes in using low-cost techniques to land a client in any aspect of their portrait life cycle and keep them for life.

"You'll be amazed at how easy and inexpensive it is to reel them in!" she said.

A living, breathing photography machine, for years she successfully operated her business out of the back of her car.

She took the plunge and started a small office in her target market area which, in just a few years, has grown into a 6,000 square-foot full-service studio that grosses six figures!

Locations Photography specializes in weddings and seniors but has many happy children and family clients too.

Tammy, an award winning photographer and member of Texas Professional Photographers Association, is past president of the Metroplex PPA.

Matt Gilstrap, CPP is a second generation photographer also from Fort Worth, Texas

He started in the business in 1989 and ran a full service studio and lab for a number of years.

He now works at Locations Photography, specializing in weddings and seniors.

Matt is a member of PPA, TPPA and also past president of the Metroplex PPA.

Completing work for his Photographic Craftsman degree, he has served as props chairman at several Southwest Professional Photographers Association and TPPA conventions.

He was presented with the National Award at the 2007 SWPPA Convention.