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## Photographic Competition Can Help You Market

By [PPA Staff](#) on April 5, 2011 3:25 PM | [Permalink](#) | [Comments \(0\)](#)

Did you know that entering photographic competitions can help you market your services, too? It's all in how you handle the competition...and your results.

For example, Indigo Photographic's Michael Barton, *M.Photog.MEI.Cr., CPP*, of Illinois believes in using the International Photographic Competition (IPC) to better your skills and, thus, your marketability. "I say you can't afford not to participate in competition because the best way to stand out in the market today is to build an identity that's uniquely yours. Photographic competition will help you do that."

Along with helping you fine-tune your eye and your techniques, the IPC can actually help you promote your studio to clients. Both Jessica Edwards of Missouri and Michigan's Betsy Finn, *Cr.Photog., CPP*, have experienced this personally.

"My clients love it when I enter their images—they tell all their friends and family members, especially when *their* image wins an award," explains Edwards, the owner of Jessica Edwards Photography. She uses only client work for her competition entries, so the resulting client chatter keeps building. "It creates amazing buzz about my work, which leads to word-of-mouth referrals."

And Finn has an answer for those who don't believe that clients can understand such competition: "When your images win awards, merits and ribbons, you will be able to promote yourself in the community as an award-winning photographer and that does mean something to clients—people naturally recognize certifications and awards as universal symbols of quality."

Entering photographic competition can reap rewards in your art, marketing and career...and your next chance to enter is now!

The 2011 International Photographic Competition entry deadline is April 27, so don't wait: [www.ppa.com/competitions/international.php](http://www.ppa.com/competitions/international.php)

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