

Speaker 1 ([00:00](#)):

Welcome to the hair of the dog podcast. I'm Nicole Begley and today I am talking with my dear friend Terran Bayer from Westway studio. And we're talking about all sorts of things from leaving the corporate jungle to creating exceptional session offerings. And we're sharing a food that everybody loves, but we both absolutely hate and our favorite Mexican restaurant in the whole entire world. Stay tuned.

Speaker 2 ([00:26](#)):

Welcome to the hair of the dog podcast. If you're a pet photographer, ready to make more money and start living a life by your design, you've come to the right place. And now your host, pet photographer, travel addicts, chocolate martini connoisseur, Nicole Begley.

Speaker 1 ([00:44](#)):

Hey everybody. Nicole here from hair of the dog and welcome to another hair of the dog podcast. Today I have a special guest who is a dear friend of mine, Terran Bayer from Westway studio in beautiful San Diego and Southern California, where I think I lived in another lifetime because every time I go there, I don't know why I'm not living there. We can be neighbors. So welcome Terran. How are you? I'm doing great, thank you. How are you doing? I'm good. I'm good. I'm so happy to have you on the show and about all the amazing things. So before we dive into it, I just have to start off by saying that you are my, um, you know, my soul sister from my mother life because you were the only other person that I have ever met. I remember we were at WPPI a couple of years ago and just like, Oh, you like food? And you're like, well, yeah, but I'm picky. I'm like, Oh yeah, me too. And both of us like are very picky foodies that hate.

Speaker 3 ([01:44](#)):

I know nobody can believe it and no one could ever believe that I don't like fruit. And then to finally meet someone else, like this moment where the angels had sung and it was like, there's someone else out there. So just give me all the chocolate teenies and we're good. Oh my gosh.

Speaker 1 ([02:06](#)):

However, every time I like to get out to Southern California, you and I have to go out and interview, introduced me to another amazing restaurant and I'm still rolling on about South of mix, which was the most,

Speaker 3 ([02:16](#)):

it's amazing Mexican deliciousness ever for anybody. If you ever end up in San Clemente, California, you have to go to South of Knicks. It's the most amazing, delicious Mexican food. It's incredible. And their chips are addicting and it's so good. Like butter cake, dessert thing. Oh, the butter cake. Oh my God. Oh, all the food. Oh,

Speaker 1 ([02:51](#)):

we digress. Anyway, welcome to the show. Darren. I'm so happy to have you here. I guess tell us a little bit about, you run Westway in San Diego. I'm focused on pets. You also do a lot of graphic design. Tell us, I guess just the history of your business, how long you've been in business and what that progression has been like.

Speaker 3 (03:08):

Yeah. So I started off in the corporate world, um, and in 2007 I realized it wasn't where I was meant to be anymore. And so I just took that leap of faith and said, I'm going to make this work. I'm going to do my own business and I'm going to work from home. And it was scary. Oh my God, it was so scary. But you know, it's just one of those things that when the time is right and you know that it is, and you know that you have to, you have to do it. It's just what you were meant to do. So yeah, I started my business in September, 2007 when on my own I was focused mostly on graphic design at that point. And then after we adopted our pup Roxy, because I was lonely, I was home by myself all day. So we decided that a canine companion would be perfect. And then I, I had a history of photography. I studied it in school and everything and got a camera, started taking photos of her and that kind of just did my whole world in the most amazing way. And, uh, now I really shifted everything over to pet photography. And I love it. I love it. It's perfect. I love it. I love it too.

Speaker 3 (04:26):

I was a graphic designer and I did some photography for them too cause they knew that I was good at it. But um, mostly it was graphic design. And so now even with the pet photography, I started really working with private families and I still do that. But then I'm also doing a lot of commercial work, so working with pet brands and shooting for their ad campaigns and their promos and their brochures and all that good stuff. So it's really amazing to kind of see the journey where everything has gone and it's pretty exciting.

Speaker 1 (05:00):

It is. It is. Yeah. I know there's, I'm in my elevate group, which is a group coaching program is the, we've had a really good conversation this past week. There's somebody that's getting ready to leave their job and move out and do this on their own. And you mentioned before about how scary it was to leave corporate job and so she's experiencing the same thing. I think everyone out there that has ever left corporate for or any sort of stable, stable job to go work for yourself has been like this giant mountain of fear to get over, to get out and start doing your own thing. I don't, I experienced that not so much when I left. I used to work in zoological industry. I was the zoological manager at the national aviary and when I left there, you know, working in the zoo world, you do it for passion, not for the paycheck.

Speaker 1 (05:46):

So me leaving that job, it wasn't a concern so much of, you know, replacing my salary because it's not like I had a six figure salary that I had to worry about replacing. It was really just my fear at that point was the fear of like, can I really do this? Like am I losing my identity if I leave this, I can't come back here. There's not really, you know, a ton of new jobs. We'll have to move cities to get another job if I want to come back to this industry. It just seems super permanent and yeah, it's just a pretty scary thing. But at least in my experience, yeah. I never looked back,

Speaker 3 (06:18):

I don't think. No, Nope. No. You know, it's just one of those things that it was terrifying to leave the stable income, just knowing that you were going to have that paycheck every two weeks. Terrifying to leave that and then also just terrifying to leave all the benefits, like the, like the health insurance and all of that and you're like, Oh my God, what am I doing? But you know, when, when the time is right and sometimes, sometimes the time it just like, um, for me there was no other choice. I, I was unhappy in the corporate job. Um, things had changed so much where I was working and I still loved the people

who I was working there. And just, it was just one of those things where I just wasn't happy every day when I was waking up and going to work and I said, I've got to make a change cause this isn't healthy. And so I just said, I've got to make it work. I'd always dreamed of working for myself. I always dreamed of working from home. I meant total home body. Nice. Yeah.

Speaker 1 ([07:26](#)):

I was looking to leave. I had always felt like I had this entrepreneurial spirit, but I didn't know what that looked like. And I think a lot of people think they need to have all the answers and you don't, you have to have like the first couple steps. But that's about it. And when I left, cause I know animal training pretty well, cause that's what I did for 13 years. I was like, well I could be a dog trainer. But then I knew that there's no way I would have the patience to work with people that like I would give them an assignment and I'd come back the next day and they wouldn't have done it. And they're like, why is my dog still behaving?

Speaker 3 ([07:55](#)):

Because I was like, I just know I can't put myself in that position because I will smack them dog and train it. Okay. I could, I could live with that. But um,

Speaker 1 ([08:06](#)):

yeah, no. So I was like, all right, I can't do that. Um, so what can I do? So I started to think about photography and you know, at the time this was 2009, no, 2010, so it was 2010 and you know, it was, I didn't think that you could just do pet photography. I was like, well that'll be a fun little side business, but I've got to do families, you know, or like all portrait kind of stuff if that's what I want to do to make enough money because you know, you can't just do this just with pets. It turns out you can. And that was my second. That was actually scarier for me than leaving my job and doing photography full time was when I made the decision about five years into my business to give up my family side of the business and focus only on pets.

Speaker 1 ([08:49](#)):

Because at that point I was making well over half of my income from family stuff and they were easy. They were 2,500 to \$3,500 averages. I did zero marketing and here was the clincher. I didn't hate it. I still liked it. But I didn't love it and I knew that I had to make room for more things of what I really loved, which was the pet photography and now hair of the dog and all these other things that I've developed that never would have happened if I would have let that fear keep me, well, I've got to just keep offering this because this is what pays the bills. So yeah, it's really a mind game, entrepreneurship thing. I know you had said that you always felt that you had the entrepreneurial spirit. I never felt that way and it's been amazing because over the years as I dig deeper into business, I find that I love it so much and it's really amazing to just kind of see how this entrepreneurial spirit has, has really bubbled up in me because now I just, I love all things business and I think about it all day and I just, I'm always thinking like, how can I do better for my clients?

Speaker 1 ([10:00](#)):

How can I do better for my business? How can I just make people happy and how can I, how can I just do everything so much better? Um, yeah, and it is a constant evolution too. I just see so many people being concerned about, Oh my gosh, like what am I going to get there? And I want to be like, well, spoiler alert, you're never there. There's always, there's always the next level that you're trying to get to. And

then you reach a new, like a new level that, you know, a new lesson. You need to learn something that you need to change in yourself to get to that next level. And, you know, just new fears to overcome and new things to try and new experiments. So, I mean, for me, I don't think my business has ever been stagnant for more than like 48 hours. Oh, I'm not the only one.

Speaker 1 ([10:46](#)):

Soon as you get everything done, you're like, well, now it's time to start at that. It's like the, um, the Chesapeake Bay bridge tunnel, like the really, it's at 17 or 27 miles long. The one from Lucknow, Norfolk to the bottom of the Eastern shore. They have full time maintenance because by the time you finish it, you have to start again. That's kind of what I feel like my business is like project X project. Oh now we have to go back to that one cause that needs to be updated and then we're totally going to change. This sounds like you, you are not alone out there. Welcome to owning your own business and also being somewhat creative. So the idea is, at least for me, Oh my God, I, the idea is I have a to do list that I have finally accepted. We'll never totally get completely done and I put ideas on there that are never going to see the light of day, but I feel like I still need to write them down just in case I'm going to have the time to do them. But anyway, so yeah, all these evolutions actually segues into what we were planning on talking about. We had our little corporate jaunt, but um, we're going to talk a little bit about pricing and kind of how you came up with your pricing system that you have now. Um, when you first started, kind of what did your pricing look like then? Did you start off shooting with products and prints or did you start off with digital files? But what was it like in the beginning?

Speaker 3 ([12:02](#)):

You know, I started IPS straight away, so that's in person sales and I always just kind of knew that I wanted to offer something special, but I will say that my prices were rock bottom and they weren't quite even covering my costs at times. You were paying your clients to take their pictures? Um, especially like the products, I would have four by six prints for a God, I think I wanna say like \$7 80 cents to print and after packaging, after the minimum orders at the lab, after shipping and all of that, I'm like, Oh wait, this is actually crossing me between 15 and \$20 to send one print. And I just charged \$7 for that. So, okay. That change there. And of course over time using the better labs, learning who those who really was good at what, you know now my product costs have gone up significantly because I'm finding the quality products because I've decided that I don't want to offer just the basic target, Walmart, Costco prints, which those are great for the everyday person. But the experience that I want to create with my clients is something just so over the top. Beautiful. So I'm using labs that are really paying attention to color, really have great customer service so that if something does go wrong you have to do is call them up and they say, no problem, we're going to get that fixed right away.

Speaker 3 ([13:41](#)):

So I think just kind of realizing more of what I wanted to create, um, helped lead me in the direction of finding the quality. Um, the quality labs and everything. I kind of realized I didn't want quantity of photo shoots. I would rather go quality, high quality, limited number of sessions so that I could really dedicate myself to each one of those clients. Um, but in turn, it also meant that my prices had to go up to make this a sustainable business.

Speaker 1 ([14:10](#)):

Right, right. Absolutely. Yeah. Um, I like to do a little kind of little exercise to, to, if your goal is to get to a hundred thousand dollars in sales, like, okay, that can be a hundred sessions at a thousand dollars, you

know, 50 sessions at \$2,000 or 400 sessions at \$250. So you start looking at those different things and you know, if you're going to have a four figure and above session average, you need to be offering a level of service that's more than just show up, shoot a session, and send off some digital files because, you know, they're paying a lot more than they're investing a lot more. So there's an expectation of the value that you bring in the quality of your artwork, which again, like you said, the quality artwork costs money. So we need to sell that for more money. So we do need to, um, you know, just always be cognizant of those costs and, and creating that valuable experience for our clients. Yeah, 100% what are some of your favorite products now? Ooh,

Speaker 3 ([15:08](#)):

I love my albums. The signature albums. They're actually, I know a lot of photographers use them as a for wedding albums. Pets

Speaker 1 ([15:20](#)):

because the Miller's yes. Yeah, those are beautiful. Yeah. My albums. I, I um, I still love my pro DPI press album for my like middle of the road, like bread and butter album that everybody buys. It's beautiful. It's stick pages. It's printed directly on the pages. Um, that's my personal, it's funny too, as you start to go through this and you learn different products and you find what you love, which is so important to build your product list around things that you love as an artist because you're only going to sell the things you love. Now, if somebody came in and said, Hey Nicole, I really love this type of album. Not that they know the different types of albums, but maybe a metal. I don't have the album metals on my product list. If they're like, I really would love a metal. I've seen that before. I will 100% sell the metal and procure one for them, but I'm only showing the things that I absolutely love, which yeah, going to while trade shows, maybe one day we'll have those again. But um, yeah, just learning these different, different products and options that are out there. Finding the things you love are so important.

Speaker 3 ([16:22](#)):

Yeah, go into WPPI was a game changer for me because I got to see all the different labs and see all the different products and there's something so different about being able to pick them up and touch them is just seeing them on a website. And it's the same for our clients too when we do.

Speaker 1 ([16:42](#)):

And it's so funny that you talk about metals because that's my other favorite part. My work just doesn't present itself as well for metal. It's cause it's a little bit more monotone and muted. Um, so it's just, I don't know. I don't feel it on a metal, although I must say I did. I had a client that wanted a metal ones and I ordered it from whitewater cause that's where I get my frame framed acrylics. And he wanted like a float Mount with the same frame that I do. My acrylics, I ordered it from them, it was beautiful and I was like, Oh maybe I do like, which is funny too cause like my acrylics that I offer for the longest time I didn't like them and I think I didn't like the ones that I had seen. And then I was at, it was either Imogene or WPPI one year and it was like a motto flame across that whole trade white wall was there and had this giant wall display. And I was like, what are those? Those are beautiful. And I was just like, Oh. So I started carrying their acrylics and they're just gorgeous. I have right across from my office is my little sales room of my house. So I ordered a 40 by 60 of my daughter and her horse from like a

Speaker 3 ([17:49](#)):

silhouette that takes up like the giant piece on the wall. It's so pretty. And as a bonus it makes my 30 by 40 that used to look big, look teeny tiny. No, I, I've been trying to find the right photo, just the perfect photo to order for my fireplace, which is in the living room. So I do my in person sales at home and I have a 24 by 36 framed metal right when you walk in the door, which is a showstopper cause it's glossy, it's framed. And I, I have a little light but um, that my husband installed on top of it for me cause he knew that I wanted one. He's very good about.

Speaker 3 ([18:31](#)):

And so he put one on one day and I came in and he had the light on and I was like, Ooh. So I'll like it when people come over in the evening cause like I have to have that on. And then they walk in the door and they're like, Oh my God, what is that? How do I get one? I can help you with that. Yes. But I'm still trying to find the perfect photo to order for a fireplace cause I've, I've got it measured already. We can do like a 35 wide by, you know, however high we will, just something gigantic. That'd be fun to go find. Yeah. Sometimes it's, although I don't know, I feel like a lot of my images end up portrait mode. Sometimes it's harder to like design a portrait image, but I don't know.

Speaker 3 ([19:26](#)):

That's funny. That's funny. Yeah. So when you back, like let's rewind back to 2007, like you started selling products and they were not priced where you needed to be to be sustainable once and many of us learn. And then, um, were you doing collections? Were you just selling Allah cart awesome that you started with IPS or in person sales? Like how'd you have your pricing set up? It was intense. Um, I listed every single possible size, every single possible finish, every single possible product that my lab offered. It was, I mean my, my pricing sheet was teeny tiny font and it was two sided and it had everything listed out and it was 8,000 numbers. It was ridiculous.

Speaker 3 ([20:18](#)):

And I sold everything all a cart and I just kind of realized that doing things that way, I tried collections, they didn't quite work for me. I know that they were great for some people. They didn't really work for me because everybody was like, Oh well I want that. Could I trade this out? Could I do this? I was just like, okay. Too much. Everybody wants different things. So I just built in basically a reward system instead of, and so I think just getting to pair down the options and even include grouping. So like right now you can't, I don't sell just one, four by six prints. If you want one print, you can buy a pack of five of them.

Speaker 1 ([21:02](#)):

Yes. Yup. That's a great way to get over the, you know the question of, Oh well how much is the print? Or often how much is the digital file by not having that single and on your price list, it's so much easier to have the conversation. Oh, well we have, they are sold in collections of five or 10 or whatever your collections are. And it just weeds out that like freebie seeker or just somebody that expects it. Oh, it's not a \$20 print. So it's a good way to start the conversation. And I think by having that collection that's, you know, a couple hundred dollars, usually it's an easier, an easier conversation to flow into wall art. And then the Walmart prices, they're like, Oh well that's this and these are just little tiny prints, but Oh look at that wall art. And then that starts to become a little bit more easily attainable. Yeah,

Speaker 3 ([21:54](#)):

exactly. And so just paring things down, keeping it really simple. I've got basically like a small, medium, large and extra large, and that's just the prices. So if you want a an eight by 10 versus an 11 by 14 it's the same price. Right?

Speaker 1 ([22:11](#)):

Right. Yeah, I think it's a great exercise for anyone to do on their price list is to look at your price list and be like, okay, how can I make this more simple? And then do that like 10 more times.

Speaker 3 ([22:23](#)):

And the reason that I did it that way too is because I was finding, I was, I was really looking at the numbers. I was really digging in because I was getting these great sales and then I was getting these not so great sales where people would come in and they're like, I just want one eight by 10 and I was like, really? We did all this for one eight by 10 print. So I was looking at all the data I was digging in and I'm like, okay, where did this person come from? What made them want to book me? What did they say to me? And the whole process and how can I, how can I do things a little bit differently and how can I present information upfront that helps kind of, I hate to say weed out but weed out because they're just, they're not the clients that I serve best. Right? I think there are other photographers that are just better for those needs.

Speaker 1 ([23:20](#)):

That's a great point. And that, you know, the, the entire market, there is a reason that there's McDonald's and there's capital grill, like they both serve beef, you know, like, and you know, it's just if you look at like Ponderosa versus capital grill, like they're both serving steak, but the experience, the atmosphere, the quality of the steak, just the whole, the whole package together, you know, demands a different price. So there's always going to be clients really for both ends of the market. So people that want to serve that more high volume, you know, lower end of the market, not lower, that's not wrong, wrong word, but the, the more, more inexpensive end of the market, the lower price point, you can absolutely do that. But your business needs to be set up in a way that you are really protecting your time because you can't serve that part of the market and spend 10 hours with a client unless you want to be paying them for your photos. So yeah, I think people just really need to determine what they want to do in their business and who they want to serve. And then that really dictates, you know, what types of products you offer, what price points you have, and just how you create your pricing and what types of sessions you offer and all of these other things. Once you know the intention of, of who it is you want to work.

Speaker 3 ([24:42](#)):

Yeah. And I think I'm looking at everything too and saying, can I serve these people? Do I want to serve these, this segment of the market? Or do I want to focus over here? And is there a way to serve all different segments of the market but still make it viable for my business? Right. And that's okay. You know, you don't have to serve everyone under the sun, but it's interesting to kind of really look at what you're offering and say, is there a way that I can, that I can really kind of fit into some different categories? And so that's actually something that I've done. I was looking a lot at the customers that were coming in and just really wanted a couple of prints. Yup. And so I came up with a way to offer a short, a shorter session that had lower price points, but I got really, really specific on it. And I said, I'm only going to do these two times a year. They're only happening on it. So it happens on one weekend in

spring one weekend and fall. They're only available on those days. And if you can't make those days, I'm sorry, you're going to have to wait for the next one. Right,

Speaker 1 ([25:56](#)):

right. And there, have they always been studio, cause I know you usually shoot outdoors and then those are have been studio. Have you always had it that way? Yeah.

Speaker 3 ([26:05](#)):

Yeah, exactly. So if you want outdoors, because here's the thing, if we go outdoors, I've got to drive there. Um, if it's a new location, I've got to do some scouting beforehand, go check out with the latest gonna look like and kind of have my ideas of where I'm going to shoot and all of that. And so just for outdoor shoots, I and I wanted to differentiate it as well. So I've got, I've got my short mini-sessions. Um, so I've got those. And then I've got my outdoor shoots, which are my middle of the road most popular bread and butter. Let's bring it back to food,

Speaker 1 ([26:40](#)):

bread and butter.

Speaker 3 ([26:44](#)):

Lahey bread. Okay, sorry. Go ahead. Love you. Coming together soon. I've got those two segments and I tend to like things in threes and I always kind of dreamed, so we have very, very, very lucky in that we have a family property that is just huge surrounded by national forest. We've got about 800 it's at least 800 acres. We don't really know anymore large, but it's large. I'm surrounded by national forest, so it feels even bigger. And that is, it's just someplace so, so special. It's, it's been in my husband's family for over a hundred, nearly a hundred years, I should say. And I'd always kind of dreamed of being able to do something out there. But I also knew that it was going to require a higher price point because it's so hard to get to. It's, there's so much work that has to be done.

Speaker 3 ([27:47](#)):

Like we have to go and clear the roads. Right, right. Like we spend weekends beforehand, trimming back all the brush so that it doesn't touch people's cars as they come up. You know, it's just crazy. There's so much that goes into it. But then I'd always kind of dreamed of that of being able to offer that and I said, okay, how do we do that in a way that also makes sense? I naturally, and so I ended up creating this, I call it the sky Valley experience because it is, it's a whole experience and decided instead of just doing like a two hour session, because it's crazy to go up there and back for a couple of hours. So I decided to make it a whole 24 hour overnight camping food, everything, the food, bring it all together, wrap it up in a nice pretty bow clean.

Speaker 3 ([28:38](#)):

Digital's include our work, include an album, all of that. And so that has a much larger price tag than kind of sets that high end bull. And I think one of the nice things about having these three price points by having your high end sky Valley experience, which can we, can we share what the price points are? Do you mind? No, no, of course. So our sky Valley ranch experience is 5,500 and our outdoor adventure is 300 and our limited edition studio session is 50 nice. It's nice when you raise the price, your sky Valley used to be like 49 so nicely done. Let me do a couple and you get, we'll it and you know that, okay, this is where I can kind of put in some more good stuff. Fantastic. And make it a little bit more worthwhile

and more, you know, again, that's the experience that I want to create for people. And if I want to be able to do better things and offer,

Speaker 1 ([29:42](#)):

offer a better experience, yeah, it's got to cost a little bit. Absolutely. And the other thing that does too is that it completely price anchors that \$300 bread and butter session that they're like, Oh man, that looks amazing. But Oh, that's a little pricey. But I can do that. Um, and even if you know, you're educating them that with products they're going to spend close to a thousand dollars or over a thousand dollars. So like compared to 5,500 that seems like, Oh that seems really doable. Where you know, not having that, then they're like, Oh man, thousand dollars for pictures of my dog. Oh, Oh that's a great thing. And that's also a really good strategy just in pricing in general. If you guys have like three albums out there, make sure you have a giant Whopper album that is like beautiful and really expensive or you know, just that makes the middle one seem like, Oh well this one seems perfect. So if you're selling your highest piece all the time, it's time to make another hire piece.

Speaker 1 ([30:44](#)):

Exactly. That's something that I'm working on. So for my studio sessions, the little ones, I've got three price points. I usually sell like one of the lowest and then equal numbers of the middle and highest little nice. I'm like, okay, well now we've got to kind of shift things even more. I love it, I love it. And you know, to help people brainstorm too, if they're out there thinking like, Oh, I don't have a hundred year old 800 property, awesome location. It was nice for her. Yeah, I'm grateful. I'm very lucky. But even if you don't have access to that, there's still so many different things you can do for that experience. I've considered doing something like that here where maybe it's a night at a pet friendly hotel downtown and we do an evening shoot in the city with like the, you know, with the city lights and the highlight when you know, in a restaurant gift card of course to, you know, some yummy place.

Speaker 1 ([31:43](#)):

You know, you could do if you do paintings or like more custom Photoshop or maybe that higher level package is something that includes, you know, a more high end compositing or painting or maybe it's like a high glamour shoot that includes like makeup and, and you know, hairdressing and all this, you know, there's just so many things. So our homework is for you to think about some things that maybe you can offer out there, listeners for your business that you kind of create that higher offer that then makes your, you know, more traditional, I should say session just sell like hotcakes. And the same thing, even with that smaller session, you know, maybe you're thinking, Oh I don't want to do studio, you know, or I don't have a studio, but you know, you can do something like that. I have a, a smaller session.

Speaker 1 ([32:30](#)):

Mine's not studio though. Mine is certain, it was on certain days. And I also toyed with offering it all the time, but only like weekdays and only at like two locations that are five minutes for me that I know exactly where to shoot. And it's like I could do with my eyes closed. So, and it was only for like one dog and one owner. So it wasn't like this whole big family session thing. So you can make, you know, parameters around all these different sessions to fit your business and your location and the things you have access to. So just wanted to throw that little PSA in there. And I would also recommend as people are out there thinking about how they can get some different offerings in there. What is your business stand for? Why, why do you do what you do and what can you do that really focuses in on building your brand?

Speaker 1 ([33:21](#)):

Is something more than just a photography business? What are the things that people are going to love you for and what are the things that people are going to flock to you for? Yeah, yeah, yeah. Cause you look at, you know, your Westway studio, you love all things. I don't know if everybody knows you love all things like out West and mountains and Yellowstone and all those great things and like the ranch, uh, adventure sessions just fit right into that branding and the values and the people that you attract into your business. So it's like, you know, no brainer. Fantastic fit. Yeah. Um, so for me, I'm a total country girl. It's where I'm happiest and that's where I do some of my best work. So being able to kind of focus on the outdoors and being a little bit more rustic. Uh, I call my experiences rustic, luxury, nice portrait experiences because that's what I think I am best at.

Speaker 1 ([34:14](#)):

But it's also what I show on my website. If you look at my website and my portfolio, I'm not really showing city photos. I'm not, yeah, I mean, I think I have a couple of beach photos on there, but honestly, I don't show a ton of them. Right. Because I'm showing what I want to shoot and sit and I say, yeah, I'll shoot this if you want me to, but here's where I shine. Yeah. Yeah. And by showing what you want to shoot, that's who you attract. And if you don't love shooting them at the beach here in San Diego, I'm sure there's plenty of other photographers that would love to shoot at the beach. Or maybe they love to shoot at the beach. And if they went to the ranch type place, they'd be like, I don't know what to do here. I don't really love it here.

Speaker 1 ([34:52](#)):

Yeah. Yeah. And there the, somebody built their whole business on beach photography. You know, having a rustic Western vibe for their brand name probably wouldn't quite fit either. So it's definitely following the things that you love to build the values of your business and you know the, what you offer to your clients all builds together to create that unique experience that then you know, you're not necessarily competing against the other people in your market because you're offering something that even though it's all pet photography, that it's, it's different. So people then are attracted towards what really resonates with them. So it's a great differentiator. It really is. It really is. Just finding what you love and sharing that and doing more of it and out and shoot for yourself.

Speaker 3 ([35:38](#)):

If you don't have enough clients right now, go, go find a dog, go find a dog and shoot and just try new things and experiment and see if that's really what you love. Yeah. And even if you do have enough clients, like having some personal projects sometimes to like be able to have a model and go out and just shoot with zero expectations from them where you're just like, Hey, we're doing this my way and I'll gift you with whatever this or that. But making, like if you have an idea, get out there and shoot it. Don't just let it like sit in the back of your head for years and years and years because following through on those types of things to start to open more doors and starts to give you more clarity on your business and maybe it'll lead to a whole new session type offering that you add to your offerings. So yeah, definitely get out there and shoot. Awesome. This has been such a fun conversation, Taren. And now I'm hungry. I'm not surprising not to make some cookies or something. I actually, for the first time this corn team has, um, I made my first homemade buttercream and I will never have any other kind of icing ever again. And it was chocolate with, I added cinnamon and it was to die for, not going to lie, but anyway, sorry, back to the fruit. Back to not the food. It always comes back.

Speaker 3 ([37:07](#)):

Goodness gracious. Thank you so much for being here with us. Tell our listeners I guess a little bit about where they can find you and you know where they can stock you online. Honestly, in a creepy way. My business is Westway studio. My website is Westway, pets.com my Instagram and Facebook are just at Westway studio and then I also have a professional coach that I co founded with a friend of mine who is also a pet photographer here in San Diego. Her name's Alison [inaudible]. Hi Alison. If you're listening, so we co founded professional preach, which is we make educational videos for pet photographers, so definitely check it out because I'm going to give you a 40% off coupon any of our videos. If you use the code H O D 40 that's for hair, the dogs 40% and it's numbers so [inaudible] no worries.

Speaker 3 ([38:15](#)):

And all the links that everything will be in the show notes. Guys, you can head over to the hair of the dog academy.com/podcast and you'll see all the episodes there so you can navigate to this episode and find all the links there and yeah, thanks again so much Terran for being here with us. Thank you. And I just realized I didn't give the professional pooch. No, did not. Please. Yes, professional pooch.com shocking. I know. Keep people on their toes, one to let you know where to find it. Thank you. Alright, thanks again, Terran. I'm going to go eat some food so much for having me. This was so much fun to just get to talk to you a little bit and I hope that our listeners are out are, gosh, you can't even talk anymore. I hope our listeners are fired. Just think a little bit about what, what they might be able to do and create some new offerings maybe. Yeah. Awesome. Absolutely. All right. Thanks so much for being here again, Terran. We'll talk to you soon. Bye.

Speaker 2 ([39:20](#)):

Thanks for listening to this episode of hair. Of the dog podcast. If you enjoyed this show, please take a minute to leave a review and while you're there, don't forget to subscribe so you don't miss our upcoming episodes online thing. If you are ready to dive into more resources, head over to our website@wwdothairofthedogacademy.com. Thanks for being a part of this pet photography community.