

## Transcribed notes of interview with Keith Findlater

Date: February 4<sup>th</sup>, 2008

### Describe your business

Photography, working as a self-employed photographer for a number of clients such as the local council, friends and contacts made locally.

### What problem(s) does your business face?

Business is not growing as quick as I would like. I need to make more people aware of my services. At the moment, I have to work a daytime job to cover costs so I can only work on the business in the evenings and on the weekends.

### What ideas are you thinking about using to solve the problem?

Flyers posted through local doors  
Advertisement in the local papers  
Advertisement in shop windows  
Website

### Describe each of the ideas in more detail

I could create a flyer that would be posted through doors in the local area. I would probably start with 500 and see how much response I get. If it is successful, I would increase the number printed and cover a larger area.

The advert would be placed in a number of local papers and would run for a month. If it is successful I would increase the number of papers I use or I will expand to advertising in photographic magazines.

I could place advertisements in shop windows. The shops in York would be particularly targeted because they have a large number of people visiting them. The success of this approach could be evaluated after a month and a decision taken on whether to continue.

A website could be created that would, after set up, require the least maintenance. It would also be possible to show examples of my work and be visible to the maximum number of people. I could also list all of my services as well.