

# *Burton-Sage Photography & Video*

## **Common Mistakes Dance Studios Make In Hiring Photography and Video Companies**

**Are you finding yourself looking for a new video or photo company again this year? Do you enjoy wasting your valuable time, year after year, searching for different companies and not knowing what you're going to get? Burton-Sage Photography & Video has put together a list of common mistakes that dance studios make. By studying this, you may be able to avoid the common pitfalls when hiring a photo and/or video company.**

**Mistake #1- Letting the parents run your studio.** If you let them complain- They Will! Do you really want to spend your valuable time every year looking for a new video or photography company because you try to make all the parents happy? It's impossible! Remember, some customers complain about everything and you'll never make them happy. It's your studio- you make the rules!

**Mistake #2- Setting DVD and photo pricing too low.** The cheaper the better? Not really. You'll never get a good company to work and sell their goods unreasonably cheap. Once the parents are used to paying these bargain basement prices, you'll never be able to raise them to fair prices again without a lot of kicking and screaming. Remember- you get what you pay for. With bargain basement prices you get bargain basement companies! You'll be getting a lot of complaints and you'll be looking for new photography and video companies every year trying to keep everyone happy. A vicious cycle.

**Mistake #3- Waiting until the last minute.** So many studios start looking for their company d'jour a month before their recitals. Talk about painting yourself into a corner- you'll hire anybody at this point!

**Mistake #4- Not being realistic.** Some dance studios may have several shows spread out over several days. Some of the shows or maybe even all of them may be 2-disk sets per show! Producing DVDs is a lot of work. Do you really expect to hire a pro company to take on something like this on a whim and a prayer? With no guarantee of sales? With no guarantee that your company will be the only one allowed to record the show?

### **The Fix?**

**Slam on the brakes! Put a stop to this madness! You run your studio! Hire Burton-Sage Photography & Video!** You won't have to waste your valuable time looking to hire a new company ever again! You'll get professional grade service and products at a fair price. Maybe a little more expensive than the bargain basement companies, but there won't be any doubt about the high quality and fast turn around time. Let your customers know that you're the boss and you're not wasting your time looking for new companies that are a crap shoot year after year!

**The 2% Rule- "2% of all customers can't be made happy! They won't be happy in heaven!" They take up 80% of your thoughts! Don't let them ruin your life. Do your self a favor and tell them to hush up or go elsewhere. You'll be happier and live longer. Your other customers will respect you more.**

**If you hire Burton-Sage, you'll still get the 2% whiners, but a happy 98% isn't bad! You're the boss- It's your call!**