



ALAIN BRIOT  
2018  
MARKETING SUCCESS SEMINAR

MASTERY SEMINARS SERIES #3



ALAIN BRIOT  
2018  
MARKETING SUCCESS  
SEMINAR

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*It had long since come to my attention that people of  
accomplishment rarely sat back and let things happen to  
them. They went out and happened to things.*

Leonardo da Vinci

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# 2

## DAY TWO

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*Your marketing must be adapted to your product.*

Alain Briot

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**1 - Day two - morning session presentations**

Part 1: Product & process -> [pdf](#) + [audio](#)

Part 2: Pricing -> [pdf](#) + [audio](#)

**2 - Day two - afternoon session presentations**

Part 1: Market -> [pdf](#) + [audio](#)

Part 2: Social media -> [pdf](#) + [audio](#)

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*Click on the title of each presentation to open the PDF files*

*The audio files are linked from the PDFs*

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*People buy products for emotional reasons.  
The higher priced a product is,  
the higher their emotional involvement needs to be.*

Alain Briot

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# ALAIN BRIOT 2018 MARKETING SUCCESS SEMINAR

MASTERY SEMINARS SERIES #3



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### SEMINAR DOCUMENTS

- 1 - Seminar table of contents -> [pdf](#)
- 2 - Complete seminar text -> [pdf](#)
- 3 - Business goals questionnaire -> [pdf](#)
- 4 - Product cost calculation form -> [pdf](#)
- 5 - **Extra #1** - Marketing & Salesmanship -> [pdf](#)
- 6 - **Extra #2** - Being Successful -> [pdf](#)
- 7 - **Extra #3** - Why artists don't make money -> [pdf](#)
- 8 - **Extra #4** - This will take time -> [pdf](#)
- 9 - **Extra #5** - Consistency-confidence-empathy -> [pdf](#)

Click on each title to open the PDF files

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*If two products or services are identical,  
the lowest priced one wins.  
You do not want to have the lowest priced product.*  
Alain Briot

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*If you do not market your work  
one thing will happen: Nothing*  
Alain Briot

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## ABOUT ALAIN BRIOT

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Project specifics: This Mastery Seminar was created in 2018 in Vistancia, Arizona.



Originally from Paris, France, I have lived in the United States since 1986. Making my home in Arizona, my favorite photographic locations include Navajoland, where I lived for 7 years, the Grand Canyon and the rugged canyonland wilderness of Southern Utah and Northern Arizona.

The choice of which camera I use is based on my vision for each image. In the past I have worked with 4x5 and 35 mm. Currently I work with 35 mm occasionally and with medium format digital primarily. Because the majority of my work is printed large, and because of the quality requirements of Fine Art, I favor large and medium format cameras.

My goal is to create photographs that demonstrate my vision. My equipment, be it cameras, software, printers, etc. is chosen for its ability to make this possible. My vision of the landscape is of a place of beauty, a place where we can experience a direct contact with nature, a place where we can find respite from the pressures and stresses of the 21st century, a place where we can find inspiration and freedom of expression.

The quality of my work is the result of two factors: hard work and natural abilities. I have been an artist all my life and I was never pushed to make art either by my parents or anyone else. I had, undoubtedly, a personal attraction for creative endeavors and for all things artistic. However, only through hard work did this natural ability result in the work I am creating today.

I started photography in 1980 and it took me years before I started creating satisfying images. I had very high expectations for the first photographs I took, but the outcome of my early efforts was disappointing. I realized early on that persistence regular practice and a focus on study were required to succeed.

Today I have made what was originally a hobby into a successful profession. I make a living from the [sale of my Fine Art Prints](#), I write [books](#), create [photography tutorials](#) and teach [photography workshops](#). I also have a significant amount of free time during which I enjoy practicing hobbies and collecting art.

If you are not satisfied with your current results, do not despair. It took me years of constant study, practice and dedication to create images that satisfy me. Succeeding in the creation of Fine Art Photographs is not an easy endeavor. However, dedication and persistence go a long way towards achieving successful results, and so does regular study with dedicated teachers who are where you want to be.

If you want to learn more about the process of achieving success in photography, I recommend reading my essay titled *Rethinking Talent* in which I describe the disappointment I experienced when I saw the results of my early photographic efforts.

One of my goals in creating this Seminar was to help you make the best use of your time by providing you with knowledge that took me years to acquire and refine. It is my sincere hope that this tutorial will make your journey faster, easier and, above all, fun and enjoyable.





**ALAIN BRIOT**  
P U B L I S H I N G

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