PhotoByte® v5.2 for the Mac

Shareware Policy:
PhotoByte® is made available for free, on a "shareware" honor system. There is no obligation to pay a licensing fee to use it. But kindly remember that PhotoByte® sold until several years ago at $1,295 and became the market leader. It still is. To sustain further development, photographers are asked to contribute so that this tool can be further developed in order to serve their businesses. $100 is suggested. More if you find that it helps your cash flow and profitability. If you can't do it now, consider doing it later. Please use the software as the only means to establish consistency in best practices throughout the commercial photo profession, as described in the book *Photography: Focus on Profit.*

Checks with respect to PhotoByte® should be made payable to Tom Zimberoff and should be sent to:

Tom Zimberoff
c/o Allworth Press
10 East 23rd Street
New York, NY 10010

In addition, if you wish to receive information about upgrades to PhotoByte®, please include your contact information.

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If you are upgrading, read the "**Upgrade Instructions.pdf**" file now.

Installing PhotoByte on a Mac:
PhotoByte is designed to run on Mac OS 7 and above. It may be installed using Mac OSX (v10.1.x). PhotoByte will run transparently in Classic mode.

Simply double click the *Installer* icon on your CD-ROM and follow the on-screen instructions. The *Installer* will place the "**PhotoByte® v5.2**" folder at the root level of your hard drive. You may later move it to your own perferred location.

To start PhotoByte after completing the installation, select the *PhotoByte®* alias (installed automatically) under the Apple menu at the top left corner of your computer screen.

Be advised that there is no "official" technical support available for this software.
But you should have little difficulty if you read the text of *Photography: Focus on Profit* by Tom Zimberoff, published by Allworth Press (2002). Each chapter contains exercises explaining how to use PhotoByte to automate your business. You may also refer to the explanations in the "**TechSupport_FAQ.pdf**" supplied with this CD-ROM. Finally, it is suggested that you subscribe to the PhotoByte Online Users Forum. Here, your colleagues and fellow PhotoByte users, as well as the author of PhotoByte, will monitor and respond to your inquiries. To join, send an e-mail to *photobytesubscribe@yahoogroups.com*. This is one way you will be apprised of future upgrades.

Note
When you begin to use PhotoByte "for real," that is after you have experimented with the sample records, you MUST delete them. Here's how to do that:

- Open PhotoByte.
- From the Main Menu, click the *Preferences* button.
- Click the *Import/Export* button.
- Click the *Delete Sample Records* button.

Now, you are ready to use PhotoByte.

Remember to BACK UP your "working copy" of PhotoByte! Drag the entire "**PhotoByte® v5.2**" folder from your hard drive onto a Zip disk, or other removable media, EVERY DAY! NEVER BACK UP INDIVIDUAL FILES. BACK UP THE WHOLE FOLDER!

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Very Important!

How The PROFILE Screen Works with Client Type and Keywords Fields.
On the Profile/Status screen are two fields called Client Type and Keywords. In Client Type you will enter one of three basic client categories: Advertising, Editorial, or Corporate. (There are other choices and the list is editable, but we recommend using one of the three basic categories.) Almost every commercial job falls into one of these categories. This new field works in conjunction with the Keywords field to describe what kinds of jobs a particular client might hire you to do. You will see how this becomes invaluable for qualifying and quantifying your marketing reports.

For example, if a Corporate client might assign you to shoot people, or industrial, or aerial, enter one or all of those keywords in the Keywords field. If an Advertising client is most likely to assign you to shoot jewelry, enter jewelry in the Keywords field. If an Editorial client is most likely to assign you to shoot people, or fashion, or aerial, or architecture then enter those keywords. It is not usually more productive to enter client in the Keywords field because, if you have already entered a category in the Client Type field, and you have ever invoiced that client in the past (in which case the Client History button will automatically appear on the Profile screen) then you already know that person is a client. Entering client in the Keywords field would be redundant. You can still search for all of your current clients (as opposed to merely prospects) by searching for those Profiles that do not have both an empty Client Type field and an empty Job/Yes or No field. If both of those criteria are fulfilled, then each Profile in the Found Set of records displayed will represent a client.

This system makes it easier to use two reports in the Marketing Reports screen: **Customer Referral and PostMaster**. In the former, you can see to what extent your various paid self-promo projects are most effective (where to best spend your promo dollars). You can also see a breakdown under each category of "hits" (corresponding to percentage of response to various media) for the kinds of jobs clients, who did respond, are most likely to hire you to do. As for the latter PostMaster report, you can refine your self-promo mailing to target those clients who can assign you to shoot specific kinds of jobs.

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