



PhotoByte v5.2 for the PC

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.

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

Installing PhotoByte v5.2 on a PC

PhotoByte is designed to work best on Windows ME (Millennium Edition) and Windows 2000 or later versions. It will run on earlier versions, going back to Windows 95, but the graphic appearance of the software on screen will be less than elegant in some cases, and you may experience MS Windows-related operability issues from time to time; i.e., earlier versions of Windows are less stable and may crash.

There is no installer application for the PC version of PhotoByte. Simply drag the entire **PhotoByte®** folder (directory) onto your hard drive from your CD-ROM. Then open the **Application** folder (directory), and double click the **PhotoByte® v5.2.exe** icon to begin using the program. Make a Shortcut to this file and place it on your desktop, to quick start the program in the future (*see below*). Once PhotoByte is on your hard drive, and especially after you have begun to enter real, working data, that copy of PhotoByte on your hard drive becomes your master version, and will need to be continually backed up. Reinstalling the application from the CD-ROM will lose your stored data.

Making a Shortcut

Right click the **PhotoByte® v5.2.exe** file, and select “create shortcut” from the popup menu. A new shortcut icon will appear, drag this to your desktop and rename it “**Start PhotoByte.**”

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 Zimmeroff, 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@yahoo.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 **Application** 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!**

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.