

**ADAM READING PHOTOGRAPHY**

**1) Who are the principals in the company? What educational and professional backgrounds do they have?**

Me & my wife. I have O levels, 1 A level, Licentiate in photography with the NPS.

**2) How long have you been in business?**

About 2 years

**3) What (roughly) do you charge?**

About £150 an hour

**4) Have you announced any big news lately?**

No, just the usual pre-Christmas messages

**5) What are the plans for the future?**

To survive

**6) What niche do you feel you fill?**

Affordable family/wedding photography with no hidden costs

**7) Who are you marketing to?**

Berkshire and surrounds

**8) What marketing and advertising do you use?**

Google Adwords is the only one that works for me consistently

**9) Are you listed on databases like Hoovers, Viadeo, LinkedIn etc**

Everywhere that I can get onto free