

Miss Freddy

Passion + Practicality



Meet Casey von Stein, aka Miss Freddy

She's a super mom, social media maven and photo guru. Most important, her heart is in everything she does. And she does ALL the things! (Seriously, she's juggling parenting young children and running a thriving business!) Starting out as a photographer, she recently added photo organizing services to her menu of offerings. She proudly uses her nickname "Miss Freddy" for her growing business. It was given to her as a little girl because, "I resembled a Flintstone as a baby!" That sense of humor helps her create lasting relationships with clients.

When did you start your photography business?

I started my photography business in 2010 in Minneapolis. I began by photographing families and children, then expanded into weddings. I 'retired' from weddings in 2012 and rebranded my business to specialize in photographing young kids and families. My own role as a young mother influenced my decision to transition from weddings to family photographer and now photo organizer.

Who are your ideal clients?

For my photography business, my ideal clients are young families. I love meeting kids as newborns and continuing to see them year-after-year for family photos. For my photo organizing business, I thought when I began my business that my ideal clients would be empty-nesters starting to

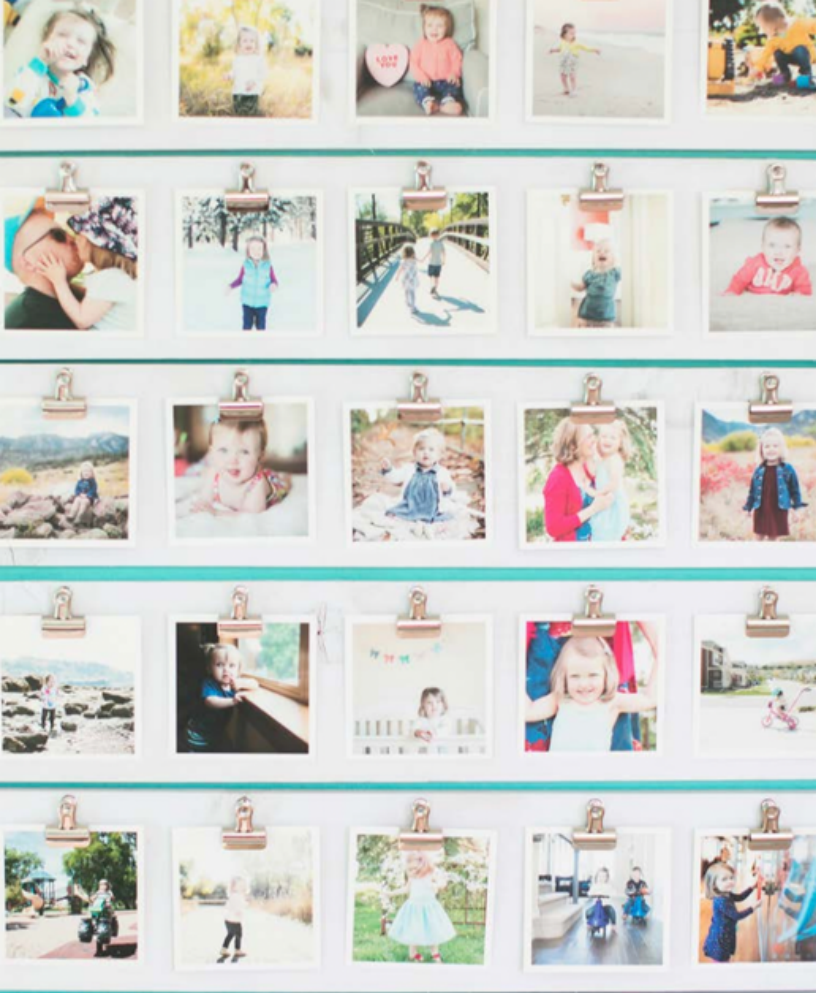


My clients feel paralyzed. They don't know where to start with their thousands of photos. And they're adding photos every day!

downsize, but in actuality, my clients have primarily been younger than that. They are a lot like me: busy moms who want my help and expertise designing photo books for their families. Sometimes, they are middle-aged moms wanting to organize their lifetime of kids' photos and make sure they're safely backed up and shareable.

How do those same ideal clients turn into ideal photo organizing clients?

One of my most recent photo organizing clients bid on a photo scanning gift certificate at an auction.



Another took advantage of a Black Friday photo book design special I shared in my email newsletter. Building an audience is key to building a photo organizing business.

What are the pain points of your ideal clients when it comes to organizing their photos?

Most of my clients feel paralyzed. They don't know where to start with their thousands of photos. And they're adding more photos every day! Their lack of knowledge about the best options for backup also cause them headaches. They're fearful of losing their family memories.

Plus, there's a lack of time; they're all leading busy lives with their families. They need outside help; they want to find someone they can trust with their memories. That's where I help.

How do they feel about their photo libraries?

They're scattered, not in any particular order, and at risk because they're not properly backed up. That makes them feel overwhelmed and afraid of losing a lifetime of memories. Those pain points are exactly why they seek help from a photo organizer.

Do most of your clients need help with digital, analog, or both?

Most of my clients come to me because they need help digitally. Some need photo scanning, but so far no one has required both, but that could change long-term. I think digital is the place a lot of young moms start because they are documenting their children through their iPhones and mobile devices. Eventually, though, I could imagine diving into their older, analog images too. But digital is certainly the best way for me to begin working with them to get some control over their memories.

How do you weave physical products like albums into your service offerings?

I share LOTS of photos of my own albums on social media. My own albums have turned heads over the years, and I am working hard to grow this offering, which is a way to combine my photography with my clients' digital imagery. Weaving my images and my clients' images together into albums is a great way to showcase the importance of hiring a photographer and a photo organizer.



missfreddy.com



miss.freddy



missfreddyphoto