

PROFIT CENTER



What I Think

Laura Novak does what it takes to succeed

How did you start your career? I started out first as a painter, then went into interior design, spent a few years as a business consultant, and finally as a photography assistant. I feel as though everything I have experienced in the past has contributed toward my life today.

What's the secret to running a successful photography business? Outsource and delegate tasks that are not profitable, so you can focus on the opportunities in your studio that generate revenue.

What is on your nightstand right now? "Living Yoga," by Christy Turlington, "The Tipping Point," by Malcolm Gladwell, and a copy of *Real Simple*.

What's your deal breaker? I am willing to accept some requests from clients that deviate from how I would want to do things: such is life! With that said, I will not put up with dishonesty, an inability to be loyal to contractual agreements, and abuse toward myself or my employees.

What's your business philosophy? You have two choices when you hit a roadblock: you choose to fail or you figure out how to succeed. I have so much riding on my business, that I am dedicated to figuring out how to succeed, even when I am feeling discouraged or uncertain. I believe work ethic and dedication is more important than natural business skills.

IMAGE BY LAURA NOVAK

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