

Entrepreneurial Alumni



Joseph Roybal (August 2008 - London), a graduate of Colorado State University, is a professional photographer with his own business, [Joseph Roybal Photography](#) in Denver, Colorado. Here, he gives an account of the motivation behind setting up and developing his business, plus some tips that have served him well so far.

"During my time in London I had the great opportunity to work within a small team at [Hogan Lovells LLP](#), under the direction of a great director and mentor to me. One afternoon while speaking with this gentleman he began asking me what I wanted to do upon completing the program. Of course I had thought about this for years, but had never anyone follow up this question with a story that really got me thinking. In brief, 'Don't be concerned about what you do, be happy everyday that you are doing it and when blending passion and work, keep them separate.' This was the impetus for me to travel as much as I could while living in London while studying photographs from some of my favorites. Joseph Roybal Photography was born upon my return to Colorado in January 2010.

When looking at how to set up my business up to set it apart from the competition, I looked at finding a mentor to attempt fast-tracking my learning curve and defining my style. I also began attending photography expos around the country, approaching industry leading companies of the products I used and loved, once I felt I had a strong enough portfolio to sell my product. I sought out sponsorships from these companies to create a mutually beneficial professional relationship: I create the strongest landscape images I can in the field and they help promote me on the business side while I also promote their product in talks I host, workshops I teach and all social media posts. The idea was to create a cycle of creation:promotion:awareness:success for each party involved. In all of this I found that my communication, critical thinking and decision making skills that I developed and honed while working under pressure at the law firm helped me when defining my brand and marketing myself then and now.

As I grow, I would like to continue to push my business in the fine art direction as well as offering more private and group photographic instruction helping others that want to better learn the craft of photography and create stronger images. I am also currently signed up with local and international fine art distributors that help cast a larger net for getting my photographs into the hands of fine art collectors and sales.

I receive emails regularly asking how to go about creating a successful photography business in today's world with everyone being a 'Photographer' due to iPhones, small cameras and the like. The biggest piece of advice to anyone wanting to get into photography on any level is find images that resonate within yourself and study them along with the photographer's that create them. Study these images and learn what makes them good and why you like them. Are they in color? Of mountains? Seascapes? Answer these questions and above all else, never give up. My Dad jokes with me saying I tend to blur the lines of where tenacity meets stubbornness. But hey, sometimes running through life with your eyes closed leads to the best opportunities and everyone that has participate in the Mountbatten program encompass' the skills to do whatever we put our minds to."