

The Photography Business Coaching Manual



ACCOUNTABLE – MEASURABLE – PROVEN



CONGRATULATIONS!

You are part of my Business Coaching Program 2021.

This Manual will compliment my Coaching Program.

It is designed to encourage you to work ON your business for a greater proportion of your time, rather than spending all of your time working IN your business.

I am confident that this program will not only motivate you and expand your thinking, but also considerably increase your financial reward.

The difference between winners and losers is only a state of mind.

The difference between those who would be successful and those destined to be also-rans can be measured by their willingness to participate.

Those who are successful participate in everything that will give them the chance to improve their skills or measure their value and their success. Their state of mind and indeed their total attitude to the profession, product and business will be reinforced by continuous education.

Make pictures, take pictures and enjoy the full and lasting benefit of complete professional participation in everything you do in connection with your photography.

You will only get back in money, pleasure and satisfaction, that which you have put in.

Capture the fleeting moments so that they may be treasured, but above all enjoy yourself and treat your subjects with respect because they are the reason you are there.

Your Success is my Success.

Bernie
January 2021

“Screw it, let’s do it!” Richard Branson

The Photography Business Coaching Manual

YEAR JAN FEB MAR APR MAY JUNE JUL AUG SEPT OCT NOV DEC
 TOTAL

SALES													
NUMBER OF SALES													
AVERAGE													

YEAR JAN FEB MAR APR MAY JUNE JUL AUG SEPT OCT NOV DEC
 TOTAL

SALES													
NUMBER OF SALES													
AVERAGE													

Definition of Marketing

Marketing is strategically connecting with a targeted audience, to lead them to your business to purchase some of the products that you have to offer, at a price that they are willing to pay.

Focus Your Time On The *MARKETING* of your Business.

Strategies To Get Customers To Your Business

1. Book or Calendar Project
2. Competition Box
3. Third Party Gift Program
4. Face Book Advertising
5. Email Marketing
6. Referral Program
7. Free Publicity
8. Charity Project

How Many of These are You Doing?

Market Genres

1. New Born Babies
2. Families
3. Mother and Daughter
4. Pets
5. Glamour
6. Kids
7. Dads and Sons
8. Babies 6-9 months
9. Generations
10. Engaged Couples
11. Pregnancy
12. Tattoos
13. Twins
14. Farming Generations
15. Horses

Marketing Themes

1. New Born Babies Unwrapped
2. Families on Beach, Park
3. Mother and Daughter, A Loving Bond
4. Pets and Kids
5. Glamour, Untouched Beauty
6. Kids, Fairies, Superheroes
7. Babies Bath Time, Baby Club
8. Generations, Anniversaries
9. Engaged Couples With A Sense Of Adventure
10. Pregnancy, The Art of The Bump
11. Kids And Their Dogs
12. Children's Bedtime
13. Children With Musical Instruments
14. Little Ballerinas

Portrait Session Goal

Your goal should be to have a minimum of 20 sessions in your diary at any one time.

2020 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV
 DEC TOTAL

SESSIONS													
TARGET													

2021 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
 TOTAL

SESSIONS													
TARGET													

Social Media Goals

Minimum of 5 Facebook/Instagram Posts a week.

Minimum of 1 Google Plus post a week.

Minimum of 1 Blog a month.

Minimum of 1 Newsletter monthly.

How Many Are You Doing At Present?

You Tube Channel Goals

Video Testimonials

Studio Experience

Showcase Products

YouTube is second biggest search engine on the planet after Google.

It generates an estimate 92 billion page view each month which also provides huge traffic to different websites and blogs, and about 35 hours of video are uploaded every minute.

Regular posting of videos on You Tube will help your SEO.

Do You Have A YouTube Channel?

Definition of Success

'A real success is the person who performs at or close to the best of her or his ability, most of the time, in all of the important areas of his or her life.

She or he will be as successful as his or her inherited potential, past experience and present circumstances permit, in the career of his or her choice.

She or he is making the realistic best of what he or she got in the lottery of life.'

From "The Truth About Success and Motivation"

By Dr. Bob Montgomery

"The mind is like a parachute - it functions best when it is fully open."

Unique Selling Proposition (USP)

Definition: *The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition*

Before you can begin to sell your product or service to anyone else, you have to sell yourself on it. This is especially important when your product or service is similar to those around you. Very few businesses are one-of-a-kind. Just look around you: How many clothing retailers, hardware stores, air conditioning installers and electricians are truly unique?

The key to effective selling in this situation is what advertising and marketing professionals call a "unique selling proposition" (USP).

Unless you can pinpoint what makes your business unique in a world of homogeneous competitors, you cannot target your sales efforts successfully.

Pinpointing your USP requires some hard soul-searching and creativity.

Where do you sit in the Marketplace?

Product Positioning

Superior quality
Superior value
Superior service

Implementation

Superior quality:
Best quality prints
Best quality album
Quality of expression

Superior value:

More benefits than competitors thus justifying higher prices our product is unique (the only supplier of product)
Photography

Superior service:

Quick turn around
Cared for
Individually tailored photography
Customer satisfaction guarantee

Image Positioning

Expensive
Enhances the wedding experience
'Experience the best'

What Is Your Unique Selling Proposition?

Describe where YOU want to be in the Marketplace.

Your Studio's Marketing Strategies

Who Is Your Ideal Client?

Male or female?

Age?

Where do they shop?

What are their needs?

Where do they live?

What are their trigger Points?

What car do they drive?

What do their homes look like?

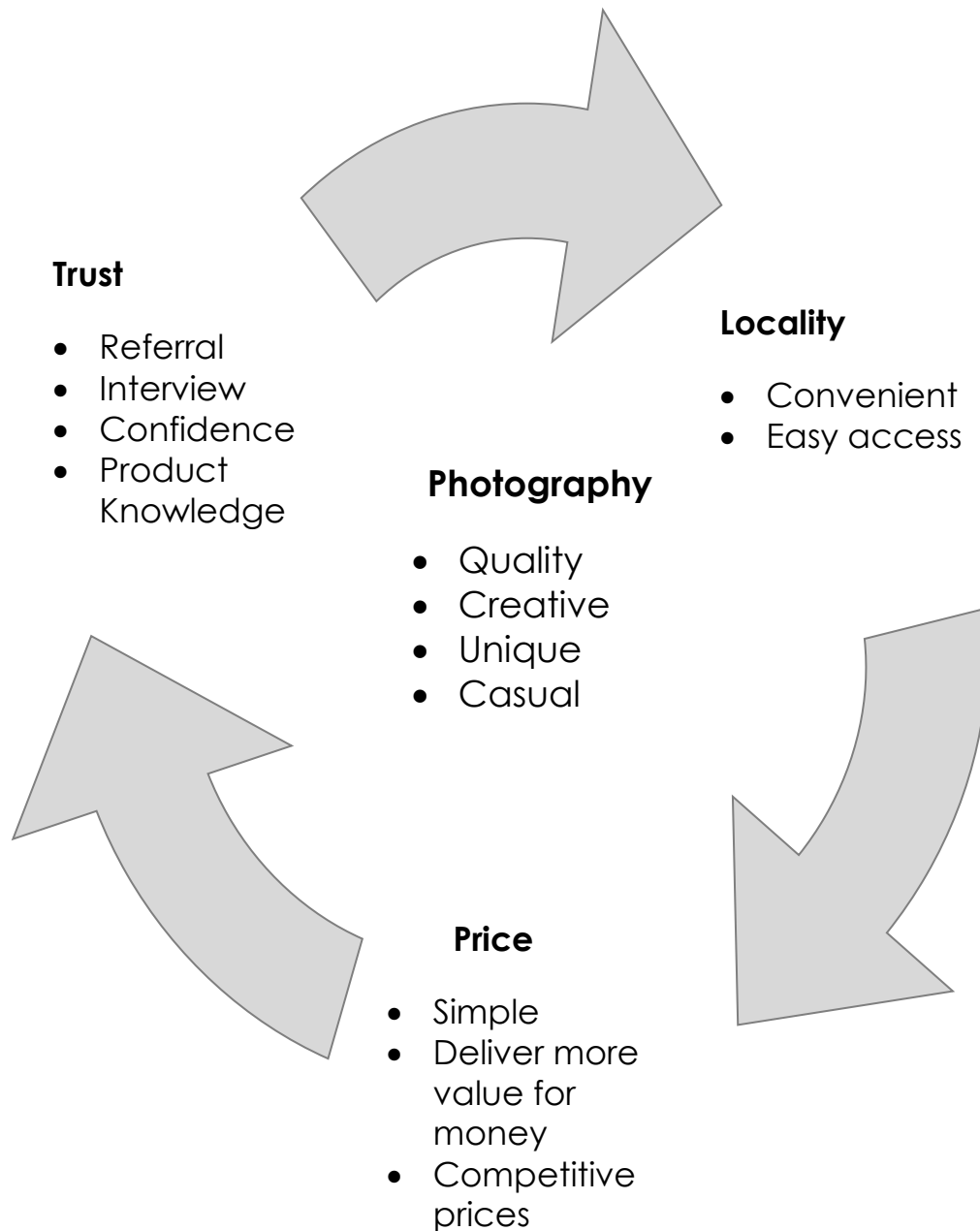
How old are their children?

How can you help to give them what they want?

What job do they do?

Why A Customer Will Book You

Consider the following reasons that a customer will choose a photographer to capture their memories. What can you offer customers?



ALL ARE OF EQUAL SIGNIFICANCE

Website Design

A good website is crucial to your business success. It is the place where your potential customers come to “get a feel about your photography and you. It defines the where you stand in the marketplace. It is the big stamp of your brand.

It should look clean, easy to navigate, and be very fast as potential clients scroll through the pages.

When a visitor goes to your website you must have something there for them to act upon, otherwise they will be just that, visitors. You have to capture them.

Should you have your prices on your website?

There is only one way to determine whether your prices should be on your website, and that is to “test and measure”.

Put your prices on your website for two months and see whether it helps in getting more enquiries or in converting those enquiries.

Website Strategy

Your website should satisfy the following criteria.

- 1 Should reflect your Brand.
- 2 Show the best of your photography.
- 3 Give a clear message about what you stand for.
- 4 Define what is in it for the customer?
- 5 You must have a call to action.
- 6 Should have an automated email collection Optin form.

Things to do to your website.

Five Must Haves On Your Website.

FAQ - defining your rules of engagement.

OPT IN BOX- to collect potential clients.

LIMITED OFFER - value add or reduce price.

TESTIMONIALS - on Home Page with client photos.

VIDEO TESTIMONIALS – photographer or testimonial

Branding Words

Great Words to use in your text, to lift your customers perception of your business.

Can you add to this list?

EVOKE
DEPENDABLE
SELECTIVE
EMOTIONAL
LIMITED
INDIVIDUAL
BOUTIQUE
ALLURING
ENDURING
CELEBRATION
INSTINCTIVE
HEIRLOOM
COMPELLING
FLAIR
SAVOUR
PROFUSION
EXPECTATIONS
DISCREETLY
INTERACTION
AVANT GARDE
SENSITIVE
EMOTIVE
UNIQUE
EXCLUSIVE
PASSIONATE
ONE OF A KIND
CHIC
CLASSY
VOGUISH
IN VOGUE
VOGUE LIKE
ELEGANT
ESSENCE
FASHIONABLE
SELECT
UNCOMPROMISING
ATTENTION TO DETAIL
UP TO DATE
FASHION
PERSONAL STYLE
STYLISH
CREATIVE
REPUTATION
BODY, SOUL, SPIRIT, HEART EXPECT THE BEST

Examples of Product Finishes

MATTED FRAMED

Your photographs are framed in your choice of our contemporary selection of frames. Finished with an acid free mat, these frames will compliment any room in your home for a lifetime of pleasure.

CANVAS

Personally designed and printed onto textured canvas this is our top of the range finish. Each canvas is wrapped onto an artist's stretcher frame and enhanced with a unique brush texture created with imported impasto gel.

METALLIC

A modern look to blend beautifully into a modern home. The Metallic paper resonates strong saturated colors with a slight metallic undertone. Mounted onto specially designed Foam core or Perspex this finish will suit those that want a strong dramatic feel to their photographs that literally "jump" off the wall.

ALBUMS

A collection of photographs in a beautiful Coffee Table Album. Remember all of those special family moments. The Albums are printed on high quality photographic paper.

PORTRAIT BOX

A collection of matted photographs presented in a presentation box is an ideal way to keep a compact record of your photographs. Photographs are ready for framing.

ACRYLIC

Your images are printed on to metallic paper and bonded into crystal clear thick acrylic. This wall art is an upmarket product that satisfies the need of those looking to enhance their home with simple but striking wall art.

What products do YOU want to produce?

Key Letter 1

Booking Confirmation Letter

Hi Chloe,

Thank you for booking your photography session for Saturday the 5th of December at 10.30am.

So that we can produce the best result for you, you and Shane should wear long sleeved black tops, and please bring along two or three clothing changes for Robert as discussed with Bernie. You could also bring along a couple of hats or caps for variety in the sitting.

Gregorys Photography is one of Australia's leading photographic studios. Your portrait will be created by Bernie Griffiths; one of the country's most experienced and accomplished photographers.

Gregorys specialise in beautiful wall portraiture and "one of a kind" art prints. We offer a range of print styles, finishes and sizes with a price range from fully framed and matted wall prints starting at \$695, to \$180 for a two print folio.

What happens after your Photography Session.....

After your photography session we will get together to view your images for your opportunity to purchase any photographs after your session. You are under no obligation to do so.

This is the really rewarding part..... you get to re-live the fun of your photography session and view some professional images. Please allow a total of 2 hours for the photography and selection session .

If you have a partner or parents that are a part of the session or are interested in ordering portraits, please make sure all the decision makers are there.

Our website is www.gregorysphotography.com.au and if you have any questions please don't hesitate to call on 9824 7090.

I am sure that you will enjoy the portrait-making experience and take pleasure from the resulting images for many years to come. Many of our clients tell us, years later, that their portrait created by Gregorys is their most cherished possession.

Please feel free to call Bernie personally on 98247090 if you have any queries.

Kind Regards, Wendy

Key Letter 2

Frequently Asked Questions

Do I have to place my order at the time of the portrait viewing? Yes this is the time we are able to advise you on getting the best from your photographs, so all of the decision makers in the family should be present.

Can I get Digital Files of the images? Gregorys Photography specialize in wall décor and the production of fine photographic prints but do make digital files available for purchase.

What are the prices of your photographs? Our packages start at \$180 for a two print folio while our fully framed wall portraits start at \$695.

How do I know what size photographs would suit my home best? Choose a size you feel comfortable with and if it you feel it is the wrong size when you get it home we will replace it. This is our 'right size guarantee'.

How long do orders take to complete? Usually orders are completed in one to three weeks.

Is it possible to lay by my purchase? Full payment is generally required on all orders but lay by may be organized by arrangement for larger orders.

Do you take credit cards? Yes we take all credit cards except Amex.

Can I order photographs at a later date? Of course you may order photographs at a time later than the viewing time but please note that we keep your files for 28 days after your photography session.

Your appointment to view the photographs and place any order is on _____ of _____ at _____.

PLEASE NOTE THAT IT IS IMPORTANT THAT DECISION MAKERS ARE AT THIS APPOINTMENT. PLEASE FEEL FREE TO CHANGE THE APPOINTMENT IF NECESSARY TO ENSURE THIS HAPPENS.

DISCLAIMER

We understand that all care and diligence will be exercised in the performance of the photography by Gregory's Photography, but that any liability is limited to monies paid, should computer failure, accident or any other mishap occur that prevents fulfillment of this undertaking.

We also understand that we are totally responsible for ourselves and the safety and well-being of any children.

I also understand that I am not allowed to take photographs neither during the session or at the viewing appointment.

I also agree that any photographs taken by the studio, may be used for the studio's advertising and promotion purposes.

Signed

Dated

Portrait Phone Enquiry Date Completed & Text sent _____

Last name _____

Mother _____

Father _____

Address _____

Suburb _____ Postcode _____

Phone (H) _____ (M) _____

Email Address _____

Child
Name _____ DOB _____ Age _____

Name _____ DOB _____ Age _____

Name _____ DOB _____ Age _____

Name _____ DOB _____ Age _____

STUDIO USE

PROMO _____

WEBSITE PRICES CLOTHING PURCHASING SESSION CONFIRMATION FEE

NOTES _____

Portrait Order Form

Name..... Order Complete.....Text Sent

Date.....

Email.....

Mobile.....

Photo No	Size	Qty	Notes	Price
Total				

NOTES.....

I/We authorise the immediate production of this total order. I/We understand that any changes may incur

additional cost.

I also agree that any photographs taken, may be used for the studio's advertising and promotion purposes, whether by electronic media or printed.

Date.....Signed.....

Signed..... Studio.....

APPROXIMATE COMPLETION DATE

Product Guide

Studio Session Fee - \$195

Outdoor Session Fee - \$275

Print Collection One

3 Matted 8x10" Prints
(w/ Matching Digital Files of Ordered
Images)
\$795

Print Collection Two

8 Matted 8x10" Prints
(w/ Matching Digital Files of Ordered
Images)
\$1100

Wall Art

Framed Matted 20x16
\$870

Framed Matted
30x20
\$1200

Framed Matted 30x40
\$1450

Acrylic & Metal Art

20x30"
\$950

30x30"
\$1150

Portrait Wall Gallery

Acrylic or Matted Print 30x30" Creative Collage
(w/ Matching Digital Files of Ordered Images)
\$1250

Signature Portrait Box

15 Matted 8x10" Prints
(w/ Matching Digital Files of Ordered Image)
\$1395

Custom Designed Album

20 Page 8x12" Matted Album
(w/ Matching Digital Files of Ordered Images)
\$1500

High Resolution Digital File Collections

5 Files
\$975

10 Files
\$1500

20 Files
\$1950

Prices at February 2019. Prices subject to North Carolina sales tax and are subject to change without notice

CONFIRMATION FEE

We are a small boutique business with limited capacity and therefore depend to a very high degree on our appointment times being filled. Failure to “not show” for any appointment has a huge impact on us as a business, and we ask you to please respect this. This means we do require a confirmation fee to secure your photography session booking. Please note that weekends are most in demand.

1. The confirmation fee is refunded on the day of your portrait and viewing session.
2. Failure to “not show” for any appointment automatically converts the confirmation fee into studio credit.
3. Appointment can be rescheduled with two or more weeks notice of your scheduled date and time, and this will not affect your confirmation fee.
4. Appointments rescheduled within two weeks of your scheduled date and time will automatically turn your confirmation fee into studio credit.
5. Any appointment canceled after three days of securing your date and time will automatically convert the confirmation fee into a studio credit.
6. Should the photography session be cancelled for any reason, then a 7% administrative service fee shall be charged, for any refund.

Product Orders

All orders made at the studio during your portrait viewing are non-refundable. Once you have ordered your product, the studio will immediately begin working on your order.

Most orders are ready for collection within three to four weeks after placing the order at the studio. Any exception can be due to high demand calendar months and other unique exceptions can apply.

Personal Goal Agreement

'If it is to be, it is up to me'

Goals:

I understand that my goals can only be achieved if I spend the TIME and EFFORT to work out a plan of ACTION

Signed: _____

Date: _____

"The way to get started is to quit talking and begin doing." — Walt Disney

DO “IT” LIST

“If you are not willing to risk the usual you will have to settle for the ordinary.” Jim Rohn

GREAT IDEAS!

“I cannot give the formula for success, but I can give you the formula for failure, which is – try and please everybody.” Herbert Bayard Swope.

NOTES

“Too many of us are not living our dreams because we are living our fears.” Les Brown

NOTES

“ If it is to be, then it is up to me.”