

WORTH EVERY PENNY *joycast*[™]

Going on vacation? Torn, feeling that torn about leaving your business and everything that you'll fall behind on while you're being excited about a trip with your family? I get that feeling. The good news is I have some tips that will help you with your business while you are enjoying your family.

So the real question is how are portrait photographers like us able to run a profitable business and still put our families first without selling digital files for cheap and working all the time? I'm Sarah Petty, your host of the Worth Every Penny Joycast. And I went from a stressed out, overworked mama with three babies to being named one of America's most profitable photographers without working my kids' lives away. Each week, I'll show you how to find and serve boutique portrait photography clients in a world where we compete with free thanks to everyone having a digital camera in their pocket. Take the first step to adding more joy and profit to your life by downloading your free photography business tools at joyofmarketing.com/podcast.

Look, in the early years of my business, I felt guilty about leaving that baby business to do what I was working so hard for, which was being with my family and taking a vacation, which we didn't take a lot of vacations when my kids were little. I think my twins were like seven or eight when we did our first sort of Disney vacation, Grace would've been about five. And I just remember those feelings. You work so hard for it and you invest in it and then you're thinking, "Oh gosh, I'm leaving my business is such a weird feeling."

But I've spent years coaching photographers on how to run a profitable business. And I realize that there are things you can do while you are gone to help grow your business and your family won't even realize you're doing it. It's not sitting on your laptop editing photos or talking to clients on the phone neglecting your family. You can be fully present with your family on vacation and still build your business. Okay, here we go. Get your pen and paper because you're going to want to write these down.

First off, this seems like it should be a really easy one, but I know it's hard for a lot of people. Practice talking to people, seriously. It's so interesting how photographers are like, "I'm

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social and I talk to people in my life." Even if you're an introvert, you can still talk to people. So you talk to people, you carpool for sports and activities, all the things that you're doing in your personal life. And then it comes to business and you get all awkward and you're like, "Well, I can't talk to people." Yes you can. So when you're on vacation, take off your "I'm trying to sell something to someone hat" because you're not anyway.

You're serving your clients, but I know it makes people really uncomfortable in business. So practice talking to strangers. Think about it. If you're flying somewhere, when you're in the line to board the plane, visit with the person next to you, look at people, comment on their clothes. If you see shoes you like or a briefcase or a carry-on. Or you notice their T-shirt, they have an Illinois shirt on and you're from Illinois. Start a conversation.

When you get to the hotel, the people at the front desk, don't be that crabby person who just comes in like, "Oh dude, I'm so tired. The plane ride was so long. We got delayed." Take a deep breath and just find interest in people. Be curious. If you go to a store, if you're shopping, you go to a museum, whatever you do on your vacation. If you're camping and you meet people in the tent next to you, just visit with them. Visit with them and get them to trust you. I think that's what makes people feel yucky in sales is that they feel yucky because they're like, "I have to feel yucky and sell things to people."

No. The whole thing about sales is seeing if people even want what you have and that starts by just having a conversation, and finding something you have in common with them, and being friendly. You don't have to have an outgoing, bubbly, perky personality to just show interest in people. So literally when you're on vacation, practice talking to people. People are fascinating. They're interesting. And you'll feel great about doing it because you don't have to sell them anything. Just visit with them. Just make it a habit. When you're an entrepreneur, which you are, you photographers who are listening to me, you're in business, you're an entrepreneur so have a conversation with them.

Now, number two, I want you to put on your vacation lens like that tourist sort of filter in front of your eyes, and I want you to see things differently. So I want you to think about

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things that you don't do in your normal day. Like you're probably not going out for a big breakfast at 11 o'clock on Wednesday when you're at home. But on vacation, you might be doing that and so you see things differently. What businesses are out there that you could potentially partner with?

I know we get in our sort of rut when it comes to the people we talk to when we're in our normal life and the businesses that we're going into. But when you're on vacation and you're traveling and you're in a different city, you're interacting with different businesses. We just came back from a family vacation so it's kind of fresh in my mind. We were walking down the city streets and I don't do that in my own city nearly enough. But I was walking down city streets and you're coming upon all these really cool and interesting businesses. And I've trained my brain to ask myself, "Oh, do I have that business in my city? Might that make someone cool to partner with at my photography business? How could I help a business like this? How could I be a partner?"

We always talk about our business partners as being a Bobbie, a Bobbie, that person that we partner with because my first partner that I partnered with her name was Bobbie. And in my community, people just say, "I need a Bobbie. I need a Bobbie." Well, when you're on vacation, that's a great time to be thinking about who might be my next Bobbie.

Okay, three, I've got two more, you guys, I got two more coming at you. Now, I think on vacation is the perfect time to fill your creative tank and educate your eye. I used to work with a framer who would travel out to the East Coast to like Kennebunk and all the places in Maine and Delaware and New Hampshire from Illinois here. And she would always say, "I'm educating my eye." She was looking for what are the new trends? What are color palettes that I could bring back to my art? What are ideas? And she made jewelry and different things. But I think as creatives, we have to always be getting new input.

We're looking for new framing ideas. When you're at museums, look at frames or go to a museum. Maybe you're not a museum person and likely if you're a photographer, you kind of are. And I literally, I'm looking at the framing as much as the art in it and how the artwork is

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presented. How do they use framing to tell that story? Because I want to educate my clients. They're coming to me as someone who has more background and knowledge than they have when it comes to framing and presenting the artwork. And I want to be able to educate them on framing the art properly. We pick the frame that looks great with the art. It doesn't match their sofa or their wood type. It's all about the artwork.

And so you can really educate your eye. Look at the architecture, go on walks, look at how people are doing things differently than you're doing them in your city. I always come back from vacation with ideas for my business. And of course, we have our phone. I'm grabbing my phone and I'm typing in my notes section and I use an app called Voxer, it's free. V-O-X-E-R. And you can do voice notes to yourself so you can literally leave yourself notes. So when I come home from vacation, that next half-day, I'm downloading my notes and my audibles that I've made for myself, my audible recordings on ideas.

So you're actually using your vacation to give you ideas and kind of fill up that gas tank for your business, which I think is pretty cool. I think, too, it opens up session ideas. We went on a boat tour, we went on a horse and buggy tour. Like different things that make me think, "Oh my gosh, what if I can incorporate this in my city?" That's not something my city offers, but what about photos with horses? Or are there people in my community that have horses or tour buses or trolleys? Things that we don't think about for sessions, it's a really cool way to look at that.

Okay, and number four, this is kind of a bonus for you guys because I think this is so important. And I think people, especially photographers really try to separate work and family. And when you're a small business, they overlap. And so number four tip for growing your photography business while you're on vacation, is to reconnect with your family in a new way and here's what I mean by this. I want you to put on a different pair of goggles. We always call them joy goggles of like joy, seeing them differently, appreciating them, loving on them. But using this opportunity when you're away from distraction, you're away from the hustle and

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bustle of taking your kids, and doing all the things that you do to remind them why you love your business.

And how important your business is to the future of the family even. The business is what's going to fund the future family vacation. What should we do? My business, I'm going to double down on learning in my business. I'd love to take us to Disney or to Europe or heck, just on a flight somewhere. That's a good first step, but really keeping your business enrolled in your dream. And I always think about on that last day of vacation when I'm leaving and I'm getting ready to go home and I just feel so refreshed.

My husband's also an entrepreneur so it takes us like a day or two just to bring it down because we're so used to like living this fast-paced life that we love. We've built it that way. So it takes us a minute to relax. And when we're in that relaxed place, getting ready to come home and we're happy, it's a great time to remind your people of how you need that for your business too. You need business immersion experiences is what we call them where you leave home, where you are able to block out everything else and put on your dream of a better business hat.

Just like you go on vacation, you dream of a better life. You decide, "Oh my gosh, we don't love the neighborhood we live in. We don't love the school that our kids are at. Maybe we want a homeschool." Like that's where you get clarity on major changes that you want to make in your life. And it's such a great time to bring up the fact that you would love to do that in your business. We have a conference once a year called Go Boutique Live for boutique photographers where you can come and you can be with other boutique photographers, and you can block out the rest of the world.

It's been virtual in the pandemic. We've also had it in person. It changes potentially as we move forward, but it's a time when you can pour into your business, just like you poured into your family. But when you pop up the last minute and say, "Oh honey, I want to do this. I need you to take the kids." It's going to catch them off guard. But if you've talked about it when

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they're in that place of also enjoying the benefits of happy you at the end of vacation, they're going to enjoy happy you at the end of you pouring into your business.

My top students in my yearlong coaching program come to me twice a year for two days where they get to pour into themselves. And they've seen what a valuable thing this is. It's what I've done for 15, at least years in my business even really longer probably. But there weren't as many opportunities now that we have the internet and it's easier to find them, find your right fit people. Just like by being here with me today, you might be saying, "Oh my gosh, like I'd never thought about it that way. I would love to immerse and be a part of a community who believes what I believe, who's doing what I'm doing."

That's how we grow our business by being with like people and leaving our hustle and bustle of our daily life and being immersed with those people. But the best time to present it to your family is when you're on vacation, that's how you grow your business. And you explain to them why it's important to you and what that meaning is, and how you want to make a difference in the world, and how important photography is into everybody's life.

And if you're saying, "Oh, all of this sounds hard." Look, running a small business and juggling everything in your family is a lot, but I know you're up to it, I know you are because you're still listening to me and you're saying, "Oh my gosh, if she can do it, I can do it. She's in a cornfield in Central Illinois with corn all around her, I can do this too."

I can never promise you guys who have that dream that you're going to have a perfectly balanced life. But you can get to a point where your business runs like a well-oiled machine so you can be fully present with your family. This takes commitment, this takes being willing to do the things that you need to do and they can be fun while you're on vacation. So I hope that while you're on your next vacation, hopefully taking one soon, that you can get clarity on what you really want in your life. And you can practice talking to people. You can build skills that you need to be with your family and that you need to have a successful business.

You need those skills in both parts of your life and because for your family to be enrolled in your dream, you have to be enrolled in it first. Going to them with confidence, letting them

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know you want to invest your most precious resource, your time, your effort and your money into building a better future for all of you. Then if you really want to enroll your spouse or partner, you plan your next vacation that your business pays for. Your business can pay for it more vacations. Wouldn't that be beautiful? Who wants more vacations? Remember, everybody who's here with me, you can always make more money, but you can't make more time. You can make more money, but you can't make more time.

You're always welcome to message me on Insta @sarah.petty, on Facebook @SarahPetty, wherever you can find me and let's work together to make your dreams come true. That's what it's about, guys, is you making your dreams come true. Get a dog to practice talking to strangers. Hey, if that's what you need or when you're in your car, just practice. Go enjoy your family, enroll them in your dream and let's go make an amazing year. Post-vacation awesomeness, enjoy the vacation. Enjoy the fact that your business is going to create more vacations for you. All right, I promise it can do that. Even if you're new, even if you live in a populated city, even if you're in a city with a bazillion photographers like I am, I'm doing it. You can do it too. Hey photographer, it's Sarah again with a quick question for you. Do you ever wonder why some photographers make \$300 a session and others make 3000? I know I did so I dug deep into what's going on and I wrote a book for you called Worth. Every Penny. You can get a free copy at joyofmarketing.com/freebook.

Inside this book, you'll learn four ways to price your photography and why there's just one pricing strategy that attracts the best clients, what to do when you need clients, and why paying for ads doesn't work, and what to do instead that's way cheaper. The dos and don'ts of social media, what most photographers are doing wrong that lowers their profits, and what to do instead.

I'm not sure there's a book on the planet that more photographers have read. 23,124 photographers have it already so I want you to have it too. Grab your copy of the hardcover book free here, just pay a little for shipping and handling at joyofmarketing.com/freebook.