

WORTH EVERY PENNY *joycast*TM

I think that there's a huge misconception among portrait photographers that you have to photograph a ton of sessions to make a living at this. That you have to do many sessions and constantly be hustling, and in my experience, that couldn't be further from the truth. On today's episode, I wanted to share the money math behind a six figure portrait photography business because I don't think most photographers realize what is really possible. I first shared this concept from stage at my annual three day event for portrait photographers called Go Boutique Live, and I wanted you to get a chance to hear it even if you weren't there.

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.

Business is for profit. The goal by definition of a business is that you're out to make a profit, so why do we feel guilty about it? Why do we feel guilty talking about money? We're saying, "I'm a business." Amen. Kristen said, "My business is not a charity." Some of you, your businesses are though. Mine was, it definitely was. I was working to pay the government, pay all my vendors, pay everybody else but myself, and that was not for profit. So I want you to get comfortable with money talk. Maybe you don't come from a family where that's comfortable talk, where it's awkward, where it's taboo. This is a safe place where we talk about money. That's just what we do. We have to talk about it because we can't make it if we don't know how. I want you to get comfortable with money, talking about it, planning for it, making it, having it, spending it, investing it, giving it then we can go make more.

We can make more time, we can't make more money. I also want to normalize success. Why is success embarrassing or bad or shameful? Sure, there are jerk wealthy people. They're also really nice, wealthy people. There are jerk poor people, and there are jerk wealthy people. I heard Tony Robbins speak last year when I was on the stage that Tony Robbins was on, it was amazing, with thousands of entrepreneurs. And he said, "Money doesn't make you a jerk. It doesn't make you nice. It's an amplifier. If you're a nice person, you can be nicer with your money. If you're a jerk, money is going to make you a

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bigger jerk." Do you guys agree? Yeah. Money is an amplifier. Money does not make you good or bad. It just allows you to do more and be more of you, so let's stop apologizing for who we are. Let's step into our amazingness, and let's go make some money. Show me the money. I want some money.

If you say, "Sarah, I've never gotten a multi-thousand dollars order," you're going to see that it's normal here. You'd be hearing from a lot of people who are doing it. It's not just Sarah, it's so many people who are doing it. So let's talk about how we make money. How does this happen? Now, there are two main ways, pretty simple. More clients, these are the right fit to clients. They come into the top of our business loving us, gushing out on us, happy with us, and we want to higher average. But if we can create a business that's predictable by getting the right people using systems and structures to get a really solid average, we have a sustainable, predictable business.

Now, look, you can make more money in your business by lowering your costs or raising your prices, but the reality is, that's not how you make good money. If you go around nickel and diming looking for the cheapest lab because you can save 17 cents, that's not going to be what moves the dial. And really, I want to work with people who deliver on time and solve my problem because I don't want to have to be paying attention to every little nickel. I'd rather pay and get it done right. That's why I use White House, they've been in my lab for, I don't know, 15 years. I went through five and I kept having problems, and finally I found White House and I thought, I love them. Now, people ask me, "Are they the least expensive?" And I think, "Well, why would you ask that?" I mean, everybody's fairly competitive. They're probably higher on some things, whatever.

But when you go to somebody who's cheaper, you're probably going to sacrifice quality or service, same with us. So if we don't want people looking for the cheapest photographer, why do we act that way? We don't need to. So getting cheaper products and services is not the best way to make money, and raising our prices, that's a way for sure, but at some point you just can't keep raising forever. My philosophy is let's learn how to be profitably priced, and as you get better, you can go from there. I like demand based pricing where I can charge whatever I want literally, and people will pay it because they will. I'm in a cornfield in Central Illinois, and I'm pretty sure I charge more than anyone else here. I've mentored some of my friends who are high up photographers at PPA.

They speak nationally, they're making big money, and I'm sure for their portrait business, I'm charging more because I can, but you don't have to. You can be profitably priced, so you don't have to have that fear of, "I've to just keep charging more." No, you don't. Just price for profit, and then create a

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plan that creates amazing products that they love, which is what? More clients, higher average. Are you guys with me? Everybody first, more clients, higher average. So here's the money math, first thing we start with Julie because everything is based around Julie. When you convert to Boutique and you have good products, and you know how to serve your client the whole way and you follow the system, that's taken me... Now, I just hit 24 years, you guys, in my photography business for a thousand dollars. Our students, we see them pop up over a thousand dollars pretty easily.

When they follow every step of the system, they get their first Julie which is why we celebrate Julie. We're going to have the awards later today where you get to put on your Julie lanyard, and you're going to earn, or we're celebrating the different milestones that they hit. But here's the thing, I know that if you can convert to Boutique and follow a system and get that Julie, you'll be feeling amazing about yourself. Yes? Because if you can do it once, you can do it again. It's that what's possible. It is possible. I want you to see it. I want you to feel it. Then when you start going, "Oh, that was accidental. I guess, it was a fluke. I'm going to try it again. Well, that was accidental. Well, actually this does work." The next thing is you start applying better systems. You start learning, not better systems, but more advanced steps.

Learning how to talk and answer more questions. Overcoming advanced objections, and being consistent and repetition. Repetition is everything. I see my student averages bounce up to 2000, and some people want to keep going with it, but it's not uncommon for your Julie easily to be worth \$2,000 in income. So let's just do the math. We do a hundred Julies, say you just get a thousand dollars and you still... Usually, what happens in the first year or the first couple of months after you get your Julie, it's a heartbeat. You get a big one and then it's like, "Oh, I forgot a step, and I crash that one. And I get a big one, and I crash that one." So your average is a thousand, but then you start repeating, repetition, repetition and you get better. Every time you do it, you get better, and now, you get that average up to \$2,000. Guys, any of you, if you're a stay at home parent, you're part-time working, you're full-time working, could you do one session a week? That's six figures.

That's where the fun is, the pain and the suffering and the struggle is when you're dabbling and when you're like, "Oh, it's just a hobby," and you don't follow all the pieces of a path to become and to say, "This is what I want to do." And you make that decision, and you go all in on that. You can all get to six figures. I had twins, newborn twins. I had childcare two days a week because I wanted to put family first, and I got to six figures. But I want to ask you this, what if you could get more than one Julie at a

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time? Think about it. Because you do a marketing activity, and you get a client and you're like, "Yeah, I got a client." And then you're like, "I just really need a lot of other Julies. My life's busy. I've got kids, I've got all of this stuff."

I want to introduce you to somebody. It's Bobby. Julie was my first right fit client who came in and invested \$1,800, and I knew after Julie that my whole life was changing. My whole future was changing. The same thing happened when I met Bobby. Bobby is a partner who owns another business who can send you Julie, Julie, Julie. Imagine one person. Now, instead of having to go out and get all your own Julies, you go and work with one person who sends you multiple Julies. So you're asking, "Well, who the heck is Bobby?" When I was in my second studio, my first one had bars on the windows, not in a safe neighborhood, it expanded to an outdoor shopping center, like a shopping little area. It was a really cute little brick, and it had Ivy everywhere.

A couple of doors down was a children's clothing store called Sproutfitters, and the owner was a young lady and her name was Bobby. And I went down there, and I had little kids then. My priority wasn't buying expensive clothes, I'm starting a business trying to figure this out. But I would go down there, and I'm seeing these women walk in and take their big bag of three, four, \$500 worth of the most beautiful clothing and leave. And I'm thinking, "Okay, they have money to spend on this expensive clothing, and they need photos." Isn't that the first thing we think is, "They need photos in this clothing?" So I said, "Hey, you know what? I'd love to photograph some of your client's clothes and I'll give them to, you can use them on your website."

And this was early in the days of web, I remember when I was getting my business going. And I said, "You can put them on your website and you can hang them around your store, and when the clients come down, if it's cool, I'll photograph them. And if they want to buy artwork, how cool would that be?" And Bobby was thrilled because she was new in business, she had bought this business. Actually it was thriving, but she was overwhelmed with the marketing. She didn't really know exactly what to do, and we know that they can't afford expensive photography. They're small businesses too. So I thought, "This could be cool." First client, she sends me a couple of her best clients. First one comes in, I just went through my system. I talk about what I do and why it's different, and went through the system and I presented an image and, "You've got to have that, you've got to have that," \$4,200.

I went, "Bobby." How many of you want a Bobby? Bobby, come on baby. So two to three times a year, she would send us four to five of her best clients, and we taught her, "I have this system. Here's

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how you talk to people on the phone." I trained her on how to train them that they're going to come down and invest with me. She loved it. She loved sales. She loved serving people, and she knew she would benefit. So in return, I wanted to make her store look amazing because I wanted everybody who shot there to know about me, so not only did she send me the 10 or so clients a year, the Julies, she was putting my stuff all over her store. It was screaming Sarah Petty. We put our logo on everything. So if Julie's worth 2k, Bobby is 10 Julies at 2K. Julie's worth 2k, Bobby is 10 Julies worth 20K.

Who's loving this math? Each Bobby is worth 20 grand to you, so now, let's do the bigger math. Five Bobbys, 20 grand gets you a 100K. You guys who are saying, "I'm overwhelmed, I'm out of time. Life is crazy." Can't you work with five people? Did anybody get some chili bumps there? Does that seem doable for you guys? You came in here thinking, frustrated, all these reasons you couldn't run your business, and it's like, "I can work with five people and make six figures. Do a couple of 1, 2, 3 sessions a month part-time?" Yeah. So be listening for that Bobby, be listening for that Julie. It's possible, and that's what I want you to see. It is possible.

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.