

WORTH EVERY PENNY *joycast*TM

Photographers are some of the most generous, caring, and philanthropic people on the planet. We have huge hearts and we are givers. So how can you give back to your community and the causes you love even if your business is small? That's what this episode is all about.

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.

One of the core values of my team and of our students here at the Joy of Marketing is to lift as we climb. It's something our whole team gets behind and it's a value I know we share with many of you. In fact, we reward our students with a 1K pin when they raise \$1,000 for charity. So this doesn't mean they cut a check for \$1,000. It means they partner with a local charity to grow their business and possibly they add in another local business or two, but they're raising funds for the charity. And in return, they're getting exposure to donors and supporters of that charity and of that other small business. And so it's a win-win situation for everybody, but it teaches our students that we don't have to wait until we're retired and we have a big pile of money in our lives to be able to make a difference in the world.

Over the years, together with our audience of photographers, we've raised a lot of money for charities whose missions we love and we lifted as we climbed. Like Operation Smile, get this, we raised over \$50,000 for this organization. They help provide surgeries for facial deformities, cleft lip and other pallet surgeries. And we just realized that in our four years of doing our annual event for boutique portrait photographers called Go Boutique Live, we have

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raised over \$100,000 for a nonprofit called O.U.R., which stands for Operation Underground Railroad who rescues children from sex trafficking.

And especially after the pandemic where children are more vulnerable, they need all of us even more than ever. And the thing is, we did this with our community of photographers. It wasn't just us writing a check, it was all of us coming together. We created a promotion around it and we talked about it in our event. And then everyone in our community opened their wallets and made that donation. And when they did, they got to put a little tattoo on their body. Not a real tattoo, the fun kind that you put on and you don't have to be stuck with that font for the rest of your life, but it was just a symbol reminding them that we can all be a superhero in someone else's life.

So today I want to talk to you about why we do this and how you can use this too in your photography business to lift as you climb. I'm going to be sharing five steps. So if you want to start doing more with charities, you might want to grab a pen and paper and consider writing this down.

Number one, how do you choose a charity? Well, I really think the place to start is to find one that aligns with your passion. Then it's easier to get excited and to stay motivated. Are you excited and passionate about youth sports? Do you have someone in your family who's gone through domestic abuse or survived cancer? In my case, I photograph kids and families and pets, so I gravitate toward charities whose missions serve these groups. But for sure, if you have something that's happened to someone in your family and you've been touched by an organization or a cause, that is so much more powerful because when you're going out in the market and you're helping them, you can tell your personal story and it means so much more.

I know sometimes some of my newer students ask me, "Well, can I support multiple charities?" Of course you can, and I encourage you to. But I think when you're starting out, finding the right charitable partner first is really important. And that doesn't mean you can't go out there and meet a lot of different people who are running charities and volunteer for a lot of them and find the one that really aligns with what you're doing.

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The number two question people ask is, what size charity is the best? Of course there are the large national ones or even international ones, but national ones like American Heart Association for example. Those are great, they're really big. And typically if there's someone in your local market, they don't have a lot of influence. They have really strict rules about partnering with local businesses and things like that. So I really recommend that when you're newer in business and you're starting to work with charities, you start looking at the smaller local ones. Maybe there's a women's shelter. Or for example, my sister-in-law runs one for cochlear implant awareness and raises money to help people who can't get their cochlear implants repaired. Maybe their insurance runs out. So there are a lot of really excellent charities out there who are making a difference. And you may think, "Oh, but they're just doing little things." Yeah, but there are people who care about the work that charitable organization is doing.

And so those are the people who support those different organizations and they're in every community. And you know what? Just by volunteering a little bit of your time, I think it gives us so much gratitude in our own lives about how blessed we are. For us at Joy of Marketing, we wanted to have more of a global impact and we wanted to work with a charity that had that global footprint, which is why we chose Operation Underground Railroad and also Operation Smile because we care about children all over the world. They all are humans. And it's not just about the ones in my state or my country, it's our world and we're all a part of it. And so Joy of Marketing really has the passion to help worldwide. And as well, we needed one that could accept online payments since we were having an online event. So we needed one that had a little more technology.

But when it comes to my photography studio, I've been in business 25 years and I've partnered with a lot of charities. I always give to charitable fundraising auctions. I shouldn't say always, but I have a whole list of qualifications that I need to make sure that they're being run the right way and that they reach our target audience, et cetera. But we're very generous with

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them. Our goal is that we can say yes as much as possible. But I also love partnering with charities who are having needs that come up.

I remember several years ago there was a massive tornado that came through about an hour north of where I live, and it was right before Christmas. And so we went and bought Christmas gifts for the families to give to their kids because the last thing on their mind was probably these Christmas gifts. They'd lost homes, they'd lost everything. It was really neat to go up there. We took several people on our team and we handed out these gifts. We had coats and jackets and just some really nice gifts for these young people. And so it really warmed us up. And again, think if everybody did a little bit when things like this happen, it takes the devastation away just a little bit.

We've worked with Animal Protective League to raise money for them. We've done some things with breast cancer. And so if you are a local small business, which you likely are, you're a photographer and you serve a local community, I think finding a local charity or at least a charity that has a strong local presence in your community is where you want to start, and get involved with them. You don't want to just call them up and say, "Hey, I'd like to partner with you." Get involved, learn what they're about. Find out what they do and who they help, and make sure that they're well run and that they align with what is important to you.

And here's the thing, when you reach out to different charities, if they aren't welcoming you and your time and your talents and anything you're willing to do with open arms, they're not the right charity for you. I've had students in the past saying, "Sarah, but I'm really nervous to call." And it's sort of like, "Why are you nervous to call? You're just in this to help them," right? We start by getting to know them and seeing what we can do for them.

All right, number three, how do we raise money for the charity and also grow our business at the same time? Because look, I get it, some of you are homeschooling kids or you're raising kids or you're busy people with other jobs and families and lives, and so you don't have hours and hours and hours to just be volunteering all of your time. And also, I just want to make sure you're really listening here, when I talk about partnering with charities, I am not going to

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tell you to photograph their event for free, okay? That is not what we do. They will all try to convince you that, "Oh my gosh, this will be great 'exposure' and people will see you and they'll want to hire you." And it's just not true. We are not event photographers unless you are, which of course that's a different thing. But what we teach here at Joy of Marketing is portrait photography where you create images of a family and you can have a multi, multi, multi-thousand dollars order from a 30 minute or an hour long session versus photographing an event, which is where you're quoting your time for a certain amount of money. So say it's eight hours and say you're \$100 an hour, that's \$800 you just sold your day for. Whereas I can do a 30-minute session and have an order sometimes 10 times bigger than that.

And they're wanting you to do it for free so that you can have exposure and you could say, "You know what? Thank you so much for that opportunity, but that's not really what I do. I'm not an event photographer and I would really like to only sample what I do because that's not the kind of business I want to bring in. But I'm sure there are ways that I can help you." And then you get into other conversations. They're not trying to disrespect you or just get things for free, it's just that they don't have big budgets, they're a charity. And you said you're a photographer and they have a need, so of course they're going to throw it out there. So don't get offended or upset, but you can say no, and that's okay.

One of my favorite ways to partner with the charity is where they would promote you for a limited time. And when people come to you, whether it's a day or a weekend or even a month, you are donating your creation fee to that charity. So whether it's \$100 or \$200, you are donating it to the charity. And here's why that works. Because you're getting exposure to new people, these are not your clients, you're not going out to your clients saying, "Hey, give to the charity and get a session," it's their donors who are people with disposable income because they're giving their money away and they're paying to be your client. You're not just saying "Free sessions one day." They're actually making a donation to be your client, which is exciting.

My students in our Peak Performance Coaching program every year run a promotion we created together called Pooch Playoffs. So it's really like March Madness and it benefits local

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charities in their individual markets. So it's a bracket just like March Madness, the NCAA basketball bracket. So it's that style of a contest for the cutest pets and it has a playoff bracket. So people are voting and their dogs are getting advanced just like in the NCAA tournament. Collectively, our students have raised tens of thousands of dollars for pet charities around the world. How cool is that?

Okay, number four, how do you get the word out? Part of creating partnerships with charities is having open communication upfront. This isn't just you out there raising money for the charity and they don't have any part in it. You can definitely do that, and we've done that. I've just given straight out to charities before. But when I'm using it as a way to grow my photography business, I need to have that conversation upfront. And for me, a right fit charity has a donor list and they're willing to help promote my business to their audience. That's what helps me get in front of new clients and it's what allows them to get money generated for their charity, which is one of the reasons earlier I said look at local charities, because you're working with the director. You're working directly with a person who has the ability to say, "Yes, we can do that."

Now, all charities can't do that. There might be other ways to work with the charity, and that's one of the things we coach our students on because it's not as simple as just, "Boom, go do this one thing." Just like in sales, we have to find out what do they need and how can we create something that helps them, but also helps us.

And then number five, supercharge your involvement. This is such a great opportunity to let the local media know about this partnership. They are dying for good local news to report of "A local business owner is partnering with the charity to raise money." And we know that when they cover you in your event and the money you raised, it makes you look so amazing in your community and it also creates value for what you're doing. People want to work with businesses who are supporting their local community, and that's you. And so don't wait for the media to find you. You get out there, pick up the phone and tell them what you are doing.

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Look, just because you can't potentially write a big check to charity right now because of everything happening in your life doesn't mean you can't do good in your community and give back. I hope you can use these ideas to lift as you climb and grow your photography business in the process. Guys, if everybody just did a little bit, think about how together we can do so much good in the world.

Hey, photographer, this is Sarah again, and I wanted to give you some free pricing help in case you need it. You heard me right. Starting April 24th, I'm hosting a free five-day pricing challenge. This challenge is for you if you're terrified to raise your prices because you'll lose the clients you already have, or maybe you're new to charging for your photography and have no idea where to even begin with setting prices, or maybe you've raised your prices already, but keep hearing you're too expensive or the clients just want digital files. Hop on over to the five-day pain-free pricing challenge right now at joyofmarketing.com/pricingchallenge. I'll coach you for one hour each day on the mindset that's needed to raise your prices as a photographer and the pricing strategies that work for boutique portrait photographers. And you'll get support, encouragement, and accountability in our private Facebook group.

No matter where you are in your photography business, this challenge is going to help you understand the strategy behind pricing your photography in a way that makes you more profitable. Go online right now to joyofmarketing.com/pricingchallenge and sign up. You want to hurry because it's live, it's free, and it starts April 24th.