

**Photography Money-Making  
E-Book**

**How To Bring In  
RICH &  
QUALIFIED Clients  
- Quickly & Cheaply  
With 33 Easy  
Secrets**

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## CHAPTER 1

# How A “Foolish Stunt” Turned My Struggling Studio Into One Of The Leading Studios In Town

## And I’m Convinced Any Photographer Can Do It, Once You Know What I Did!

Dear Fellow Photographer,

You and I are very much alike. We both love photography and want to make a great living at it.

Well, I don’t know if you can relate to this or not. I used to work hard, very hard at my studio. 18 hour days, seven day weeks. 364 days a year. (I worked every day except Christmas!) **I still couldn’t pay the bills.**

I rarely saw my wife and children. I was almost never home. I was working all the time! I loved photography, but things weren’t working. I was desperate, and couldn’t make ends meet and I was burning out.

I even photographed a wedding on Thanksgiving Day! I can’t believe anyone would get married on Thanksgiving Day, but they did, and I photographed it. (I had to, I needed the money!)

### **“All I Want To Do Is Take Photos!”**

That was my favorite saying. I said it all the time. I didn’t want to work on marketing, selling, pricing, or anything else. (And that is EXACTLY why I was failing so miserably!)

I thought that if you had the right vignetter, on the right mat box, and used this certain diffuser, (this was before digital) that magic would happen, and people would start beating a path to my door. Was I ever wrong about that!!!

We had moved the studio out of our home, so that my wife, Cheri, and kids, could have a more private life.

But we had no money, but the studio had to look nice, so we took the furniture out of our home and put it into the studio. We ate off a card table at home, but the studio looked fairly nice.

Times were really tough. Cheri and I refer to it as the “F or F Time.” Food or film (this was way before digital) - you could buy one or the other, but you couldn’t buy both! No kidding.

## **Looking For The “Perfect ASA”**

I was so uneducated about business, that I honestly believed that how I rated my film was more important than how I answered my phone! (Again, this was way before digital.) So I put in more and more hours trying to make my photographs “better and better” - thinking that would make me successful. That almost cost me my marriage and my studio because I was never home and I was burning out!

## **If You Don’t Discover Anything Else From Me, Please Get This!**

One horrible night, Cheri threw me out. Not because we didn’t have any money (which we didn’t), but because I was never home. She was willing to suffer financially, but she wanted me home nights and weekends. I just couldn’t do that, ‘cause I was working so hard to try and “make it in photography.”

Here’s exactly what she said: “Chuck, there are lots of fish in the sea. I’m going to find myself a better fish. Someone who will spend time with his family - instead of working all the time.” (Yes - she really did say that to me!) And she threw me out.

It really broke my heart.

I was trying so hard to “**make it**” and yet I had just lost everything that really mattered to me.

I spent that night at the studio, on the couch that was supposed to be in our family room ...

The next morning, I went back and asked her to give me one last chance.

## **Here’s The “Miracle” That Changed My Life**

I told her a “miracle” had happened, and that I wouldn’t work nights or weekends any more. Indeed, a “miracle” really did happen that night, because it was that night, on that sofa, where I made the decision that I would not lose my family just so I could be a photographer. If it was a choice between my family, or

the studio, then I would pick my family, I would give up photography, and get a full time “job.”

She said, “Chuck, we don’t have any money, we can’t afford to hire anyone to work with you. And over half our money comes from weddings, which are on the weekends. How exactly are you going to get all the work done, and still be home at night and on weekends?”

**These four words were the beginning of a whole new way of life and photography for me:**

I answered her honestly. I said, “I have no idea.” Because I didn’t know how I was going to do it. But now I was **committed** to **finding** a way to earn a good living in photography and still be home at night. A critical decision had been made in my mind. **That was the important thing!**

She could tell I was dead serious. She agreed to give me one more chance. Now it was sink or swim time.

**I want to share this with my fellow photographers before it’s too late.**

That’s exactly when I tried the “foolish stunt” that changed everything.

The “foolish stunt” was to begin buying knowledge - everywhere I could get it - even though I couldn’t “afford” it. And NOT just knowledge from other PHOTOGRAPHERS!

I honestly felt this was very foolish in the financial situation we were in. I thought, like most photographers think every day, that my photography was more important, and that the money would be better spent on equipment - rather than business knowledge. But I was wrong - dead wrong.

**Believe it - you don’t need new equipment! You need proven business techniques, ideas and skills! That’s what makes the difference in your income and your life!**

So I studied everything I could find on business. Yes, I studied a few other successful photographer’s techniques, too. But most importantly, I began to make changes and take action based on what I was learning.

**Here’s a Revelation, That No Other Photographer Will Ever Tell You!**

This is important! As I began “buying” knowledge, I figured out that I could NOT learn the really POWERFUL ways to build an ENORMOUSLY SUCCESSFUL studio by studying just with other photographers!

Why not? Because most photographers don’t know the things that you really, honestly must know, to build a hugely successful business! You see, we photographers are a very special breed. We love cameras, equipment, composition, etc., but we HATE business! That’s right! We HATE it!

And because we hate it, we don’t really MASTER IT. There are too many other things we’d rather be doing!

Most of us would rather work ourselves to death to get a “Master Of Photography” degree from the Professional Photographers of America, than to become a “MASTER” OF BUSINESS! Sad, but true.

So, I went outside of the profession of photography, and began studying, with a PASSION, the knowledge and “secrets” of the truly successful business people in other professions.

## **I Spent \$145,500 And 26 Years So I Could Share This With You!**

As close as I can figure, I have invested that much with these “Non-Photographers” to learn the ideas and techniques that I’m about to share with you. I studied and “modeled” 56 of the leading business geniuses in North America! Plus, on top of just learning the techniques, then I had to “Lewisize” all the info into the photography business - and then “Test” it and prove that it worked! It took 26 years to get it where it is now!

The result of all this was my “System” that I use every day in my studio to earn more money from photography than I ever dreamed possible!

This “foolish stunt” took my studio from total failure, to one of the leading studios in town!

## **Here’s The Super “Short Cut” To Your Success!**

Now, I know that sounds like “hype,” but I assure you, it’s absolutely true. You see, you get the benefit of all my work! For a mere pittance, you get all the information I learned, with all of it modified and customized to the business of portrait and wedding photography! What a powerful, fast, short cut to success that will be for you!

You see, I know that my “System” I use isn’t what you hear from the “conventional wisdom” of the photography profession. Most photographers feel

like they are at the mercy of their customers - and that the studio is running them, instead of the other way around. But not me. No way.

Honestly, whether you live in a small town, or a large city, this “system” will work for you.

For example, here’s what successful photographer, Angela Carson, says about my “System.” Her studio is near Detroit - a large city.

***“My thriving studio is a testimony that Charles’ ‘System’ works! Almost everything we do on a daily basis in the studio is part of this ‘system.’ I will always recommend to all my fellow photographers that they make the investment to learn the ‘Charles Lewis System.’ It’s the opportunity for them to build the studio of their dreams.”***

Now, here’s what Robert Love, of Incline Village, Nevada, a very small community, has to say about this ‘System:’

***“Thanks to this easy and inexpensive ‘System’ I am able to live the type of lifestyle that I’ve always dreamed of. I never would have thought it was possible if I didn’t have the money in the bank to show for it! It certainly is a lot more enjoyable to create beautiful images when you know you will be suitably rewarded!”***

You see, this system I’m about to share with you really does work, and work like magic, no matter what size town you live in!

**Here, in a nutshell is what I learned. (I call them the “10 Key Points To Photography Success”.)**

**Photography Success Key Point #1: “Hard work and long hours alone will not produce success. You must have an organized plan.”**

I learned this from the great author, Napoleon Hill. He had spent 20 years studying the 150 most successful people in the world, People like Henry Ford, Thomas Edison, and Theodore Roosevelt. After investing 20 years with these people, he wrote a great book, and in that book he said the one single most important thing he found was that you must have an organized plan. Just working hard won’t do it!

This was a revelation to me, as I was definitely working hard, but I was failing, and I had no “organized plan” for my photography business!

**Photography Success Key Point #2: “Successful photographers force themselves to learn the things that the failures don’t want to learn.”**

I learned this from the great Zig Ziglar. The key word is “force”. I didn’t want to take the time or money to learn the business techniques. I just wanted everything to “work now.” But I was failing. I realized that I had to always be learning more about marketing, selling, pricing, and merchandising.

**Photography Success Key Point #3: “The wheel has already been invented.** Now, by the word “wheel” I mean the “secrets” to being hugely successful in business! Those secrets have already been discovered and proven!

Now, you and I are creative people. We honestly believe that if we work long enough, and hard enough, we will discover these powerful “secrets” to building an enormously successful photography studio. But NO! It will take us years and years, and we still will not discover all the secrets!

Don’t be creative in your business! Don’t try to re-invent the wheel! Just take the wheel, which has already been invented, and copy it - it will save you years of hard work and suffering!

**Photography Success Key Point #4: “We are where we are because of what has gone into our minds. We can change where we are in life by changing what goes into our mind.”**

Wow! That was powerful! It was life changing for me. I realized that I could change my life by changing what was going into my mind. Up to this point, the wrong things were going into my mind. I needed to change that.

I was thinking like this: “The best advertising is word of mouth. The best pricing is to be lower than your competition. If your photos are good enough, they will sell themselves.” This kind of thinking was killing me, and killing my family!

That’s when I remembered something I had heard Donald Jack, the great photographer from Omaha, Nebraska say many times while I was understudying with him years earlier:

**Photography Success Key Point #5: “Never take advise from someone who is not where you want to be.”**

Boy, is this important! I had been listening to people who were not where I wanted to be! People who were telling me I couldn't do it. It wouldn't work. Now wasn't the right time to try... etc. (I now realize that these people are "dangerous people" who will destroy your road to success if you give them half a chance!)

So I immediately began listening and studying only those people who I felt were where I wanted to be. Where did I want to be? I realized that what I wanted was to earn a great living from photography, on 40 hours or less a week, so I could be a good husband and father. Now I had a direction!

You see, that's the main reason I spend so much of my efforts sharing my techniques with other photographers! So I can help them realize that with the right "secrets" and ideas, and the right direction, they can make huge amounts of money, starting with NOTHING - JUST AS I HAD!

**Photography Success Key Point #6:** I learned that the clients trusted me and believed in me more **when I guaranteed they would be "thrilled" with their photographs, or I'd give them all their money back.** As soon as I did this, and meant it, things began to work for me. It's all a matter of trust. Without it, you don't have a chance.

**Photography Success Key Point #7:** "The more involved the client becomes in the photography, the more they will spend on the photos."

So I learned ways to get them more and more involved. What a huge difference this made in my photography, but also in my INCOME! Things like having them come in to meet with me, no cost and no obligation, so we could "chat" and she could decide if she wanted to hire me or not.

**Photography Success Key Point #8:** "People don't care how much you know about photography, until they know how much you care about them."

Success in photography is all about building rapport and trust with people than it is about photography. When they call you, they're not looking for the "best" photographer, they're looking for the "Right Studio." And the "Right Studio" isn't the best or the cheapest, or anything else, it's the studio that CARES about them and will do everything humanly possible to take super care of them and give them what they WANT!

**Photography Success Key Point #9: “Within every problem is the seed of an equivalent or greater benefit.”**

This was another key I learned from studying the work of Napoleon Hill. If you are having problems now, look for the “seed” that’s buried in those problems. What is Life trying to tell you to do next? Somewhere in the problem, is the idea that will take you to your next great success idea or technique. Don’t allow yourself to get beat down by your problems. Keep looking for the benefit which is buried within them.

**Photography Success Key Point #10: “Tough times never last, but tough people do.”**

I learned this powerful fact from Dr. Robert Schuller of Garden Grove, California. Don’t give up. Don’t quit. Yes, it’s difficult, but it’s worth the effort to end up doing what you love to do (photography) and getting darn well paid for doing it! Keep going for it! And continue to constantly learn! New ideas, new techniques and new skills. You will make it if you develop an organized plan.

**You know, it seems like you must be really “down and out” before your mind will accept the ideas which will give you the faith to move forward in the direction you must go to achieve your dreams.**

These 10 key points are the foundation to the ultimate success of your photography business.

My way is not the only way. I understand that. There are many ways to be successful and creative in photography. However, my way works, and works extremely well. Try it for yourself, and see.

**If you get only one thing out of this chapter please remember this:**

If you are not growing, then you are dying. Find people who are where you want to be, and find out what they did, and are doing, to get there!

***“Sometimes, along your 'Road To Success And Fortune' you need to do things you don't want to do, to get where you want to be.” - C. J. Lewis***

One more thing - it's important:

Who cares how "successful" your photography business is, if you lose your family because of it? That is NOT "success." I learned that the hard way when Cheri threw me out. I was so fortunate she gave me "one more chance" to make things work.

You see, the reason I'm still doing all the teaching I do, is in the hopes that I will be to you what the great Donald Jack was, and is, to me. Don changed my life, and the lives of my family forever. (And, indirectly, the lives of so many of my members and students, too!) If it wasn't for Don, I honestly don't believe I would be in photography today. He helped me discover many of the major business "secrets" to success and also how to earn a really great living, doing what I loved to do, without having to put 100 hours a week into it.

He inspired me. He encouraged me. He showed me a way to build a profitable business. He proved to me it was possible - regardless of the economy or the gas prices or foreclosures or any other outside situation. He was where I wanted to be, so I took his advice. And I'm sure glad I did!

But you know what? Many of the things I learned from Don didn't "get through" to me at first. I still had to "learn it the hard way." I'm hoping that through this E-Book, and my other materials I offer to Professional Photographers, I will be able to "get through" to you NOW, instead of later - and save you the pain and suffering I went through to discover these secrets!

## CHAPTER 2

# **The Top 10 Most Valuable Notes And "Secrets" For Marketing Success, That If You Take Action On Them Now, You Will Enjoy Enormous Success - Even In These Changing Times**

I'm on a mission here. I want to help every professional photographer realize that it's "sink or swim time" in our profession. Now, more than ever, you either become a MASTER marketer and seller, or you will perish within the next 12 months.

You and I are NOT "photographers" - you and I are really "marketers and sellers of photographic services" - and that discovery changed my life and it will change yours as well, if you embrace it.

Times they are a changing - and the photography industry is going through some very challenging times right now, as I'm sure you are aware.

Here's 10 valuable "secrets" to ensure that your business grows and prospers while many other photographers are dropping like flies around the world.

### **1. In This Current Situation, The Best Marketer Wins - PERIOD.**

Frankly, that is ALWAYS true, but it's even more true today. Cemeteries are full of people who honestly believed that if they had a great product, of high quality, that the world would beat a path to their door. Wrong!

Now more than ever, the photographer who understands the secrets to successful marketing will grow and prosper. The photographer who simply sits back and hopes the phone will ring ... will perish in 12 months or less.

The fact of the matter is that there are thousands of photographers making lots of money right now. You just don't hear about them as much as you hear about the failures.

Remember, the best marketer wins! It's not enough to be a Master Photographer, you also must be a "master marketer."

So what you need to do, is to commit yourself to becoming the "Master Marketer" you need to be - now. I realize it's not one of your favorite subjects - but if you want to be successful, you're going to want to MAKE it one of your favorite subjects.

## **2. The Photographer Who Is Able To Pay The Most For A New Client Always Wins.**

Always. This is why you want to have good, strong pricing of your products and services, and proven sales techniques - so you can afford to "pay" more to get a new client and still make a huge profit because your average sales are so high.

That's really what marketing is - it's "buying" clients. It's trading your money and efforts for new, profitable prospects and clients.

So be absolutely certain that your prices are high enough, and your sales techniques are good enough, to result in excellent profits! This way you can afford to spend the "big bucks" necessary to "buy" clients and prospects who are qualified and value what you do.

So many photographers severely under price their work! And so many photographers don't realize how important good, proven, intelligent sales techniques are! It's a HUGE problem in our profession, and I want to change that!

## **3. Always Keep Excellent Records, So You Know Your 80/20. This Way, You Know What The Best Types Of Clients Are To Go After.**

Just so we all are on the same page - the "80/20 Rule" states that 80% of the money in your pocket (that's PROFIT, not gross!) comes from 20% of your work and clients.

When I discovered this, it changed everything.

This means that fully 80% of everything you do results in only 20% of your profits! So by carefully targeting your most profitable clients, (the 20%) you can dramatically increase your profits - while actually doing less work!

And you do this by knowing your numbers - photography is a business based on two things: 1.) numbers and 2.) human psychology. If you're good at those two things, you will prosper in this business - even if your photography skills aren't the best in the area. This is sad, very sad, but true.

So it's critical that you keep careful records - so you know your average sale, by client type, as well as your costs. This way you can easily determine what types of clients are your "80" and which ones are your "20".

#### **4. The Best People To Market To Are Your Clients Whom You Have Worked With Before.**

If you've been reading my articles regularly, you've heard me talk about this before, but it's so important. This is the most overlooked "gold mine" in our profession!

For example, you start what you call your "V.I.P. Club" and mail something EVERY MONTH to your current clients. (Everyone who has worked with you is a "current client." You have no "past clients." When a person hires you, she becomes a client for life! The only way to stop being a "current client" is to die!)

You send these "current clients" a simple newsletter. Or a nice personal letter, letting them know how much you appreciate them working with you, and then offering them some special offer to work with you again.

Sounds almost too simple, doesn't it? That's why almost no photographers do this! They think like this: But Chuck, "I don't have that many 'current clients'. All that work to send them something every month, and what can possibly come of it with so few people? I need lots of clients. If I'm going to put forth the effort, I better find the money to mail something to lots and lots of people. Plus, I mailed something to them last year, one time, and got nothing from it. What a waste."

Big, big mistake! The very BEST people to market to, are the people who already know you, like you, trust you, and appreciate what you do.

But, and this is really important: You MUST mail to them every single month! Do it! It really works! (And please realize that you might not get ANY response to your first few months of mailings! But you keep going (it's a Strategic Marketing Plan) and you will see enormous results! Trust me. I know this to be true!

#### **5. Strategic Marketing is 10 times, no 100 times more effective than one step, tactical marketing. Sequencing is proven to be more effective and profitable.**

Most photographers who don't know any better, think in terms of "Tactical Marketing". They do one mailing. Or get one exhibit. Or run one ad. Nothing is connected in their overall strategy for marketing.

The results are almost always very disappointing. That's why so many photographers hate marketing - because they don't know how to do it so that it **works!**

But the secret is to think in terms of a PLAN, or a strategy ("Strategic Marketing")! Rather than sporadic, one time advertising and marketing, you put together a PLAN, which includes a powerful Web Site which gets them to request a Special Report, Hotlines, Sequenced Multi-Step Mailings, Sequenced Special Reports, Lead Generation, Exhibits with Lift Cards, V.I.P. Club mailings, etc. etc. It all fits together into the "Strategic Marketing Plan!"

**6. Never ever mail anything (or put anything on your exhibits, or record a Hotline Message, etc.) without an offer and a deadline.**

This does not mean you must give away free photos. I NEVER recommend you do that - it cheapens the value of what you do.

There's a common statement in the marketing business that goes like this: "No offer means no response!" So always have a special offer, with a deadline.

For example, the offer can be for a percentage off your regular fees, or for a special bonus of a high quality frame with each portrait purchased; or a free beautiful flower arrangement from a local florist; or dinner for two at a local restaurant, etc. But NOT a free photo.

**7. Never mail anything without Testimonials and photos**

In all the telephone consulting and coaching I do with photographers all over the world, this is one of the most common HUGE ERRORS that photographers make. They fail to realize the importance of testimonials. They're afraid to ask their clients for testimonials. They don't take the time necessary to implement this critical "piece" of the "marketing puzzle."

Without testimonials, no one is going to believe what you say. In fact, in most of my studio marketing, I let my clients do MOST of the talking - rather than me saying how great I am (which comes across as arrogant) I let my happy clients say how great I am and how happy they are. This is so much more persuasive and effective.

Frankly, this is the "**Magic Buzz-Building Photography Client Generation Secret**" of all time! Use TESTIMONIALS in everything you do. And be sure - darn sure - you use each client's full name, city and state. And put the testimonial directly under their photograph. Why? Because research has shown that the second most read part of any marketing piece is the photo caption. (The MOST read part of any marketing piece is the headline.....)

**8. The headline is one of the most important parts of your marketing.**

This is why you always hear me say, "Never mail anything without a headline!" Because the headline is the "ad for the ad" or the "ad for the sales letter." It must stop the prospect dead in her tracks, and COMPEL her to read your message and then take action now.

So you make it a rule - from this moment forward, you vow to never, ever mail anything, or place an ad anywhere, without a headline!

**9. Savvy marketers are patient, and are using "Lead Generation" two step marketing techniques as part of their "strategic marketing" to build a boat load of hungry, qualified clients who want to work with them, and are happy to pay their prices.**

I was talking with one of my long time consulting/coaching students the other day, and I mentioned to him that I honestly feel that "Lead Generation" two step (or multiple step) marketing is the true "secret" for photographers who want to charge **higher fees** for their work.

Why? Because it

1) Educates; 2.) Builds rapport; 3) Builds trust; 4) Involves multiple steps which are much more effective; 5) Qualifies a prospect, so you ONLY hear from those who are truly qualified, and want to work with you; 6) Is an "automatic" system that anyone who works with you can do, so you are ONLY talking live to people who are really qualified, and called you on the telephone!

And by doing "Lead Generation" on your exhibits and through inexpensive mailings and ads, you are only mailing your sequences of Special Reports and Sales Letters to the people who have raised their hands and clearly said they are interested! So you are mailing fewer pieces, but getting higher results and higher sales.

**10. Test - everything - never mail the same thing to everyone.**

You always want to "Split Test" everything you do.

For example, you want to take your list of people you are mailing to, and split the list into two lists, so you can do an "A/B Split Test" and discover which test worked better.

You "key" everything, and keep careful records, so you know for a fact which test worked better. (By "key" I mean you simply place a code in the lower left hand corner of the ad, or on the last page of the sales letter or marketing piece. This unique code tells you exactly what motivated a caller to call you - as you ask every caller for the code, and you put it on your "Call Record" so you can clearly see what's working, and what isn't working.)

You do this over and over again, forever, from this moment on. This means that you are constantly becoming a smarter and smarter marketer.

Begin today, to formulate and put into action your "Strategic Marketing Plan." It will bring you wonderfully qualified clients, who have been educated, and who will be happy to pay your prices, and will be much less interested in talking with your competitors before they make a decision!

## CHAPTER 3

# **Specific Marketing Secrets To Create A Huge Demand For Your Services, And Get Your Phone Ringing With Qualified Callers FAST!**

Your photography business is just like a tripod.

Let me explain: Your camera sits up on top of the tripod. You use the camera to create your images.

But the tripod has three legs, and if any of the legs fails, your camera, and your business come crashing down.

The first leg of your tripod is your **selling** skills. Fall short here, and you don't bring in anywhere near the money you should be.

The second leg is your **pricing** skills. Mess this up, and everything falls apart.

The third leg is your **marketing** skills. If you don't do this right, no one calls you.

Let's talk about a couple of major key secrets to successful marketing for photographers.

Remember this: **The "Job" of your marketing and advertising is to**

**Get Qualified People - People Who You Want To Work With - To Call You, And Be So "Sold" On You, That They Are Almost Ready To Work With You, Regardless Of Your Prices, Your Policies, Or Your Location!**

The "job" of your marketing is NOT, I repeat **NOT** to "get your name out." It is not to get them to enjoy looking at your pretty photographs! IT IS NOT TO GET YOUR PRICES OUT INTO THE COMMUNITY. It's NOT to build IMAGE. It's job is to **GET THEM TO CALL AND BE ALMOST SOLD ALREADY when they call.** ("Smart Marketing" does most of the selling for you!)

That means your marketing has to get them to **TAKE ACTION NOW!** It must be **PERSUASIVE!!!!** That's the most important requirement of your marketing!

It also means your marketing has to educate them, build rapport and trust, tell them what is special about you, and again, get them to take action right now, this minute! Fail on any of these points, and you don't make much money in photography.

Here's several key secrets I have discovered over the years about how to create a huge demand for your photography services, so you can control the volume of work you do with the price:

**1. Pretty brochures (and web sites) don't work. They must be persuasive, too.** A pretty brochure is okay for showing your photographs, but creating a pretty piece, with lots of "class" that is not persuasive, is a waste of your time and money. It won't work - not anywhere near as great as a PERSUASIVE brochure or web site will work.

**2. The more you tell, the more you sell.** It's a fact. Proven over and over. The more you tell people about what's so special about you, and what you can do for them, the more people will respond to your pieces. Longer copy way out sells shorter copy - as long as it's written well and is not boring. So do NOT create a piece with pretty images in it, with a few words about how great you are, and think that's going to bring people to you. It won't. Instead, put your beautiful images in the brochure, with lots of strong, specific copy about what is unique and different about you - why someone should hire you over all the other options available to them in your market area. Now, you never say anything bad about anyone else, you just need to make a very compelling, persuasive argument about how a prospect can benefit by coming to you.

**3. Use testimonials like crazy.** I've mentioned this before, I know. But this is a biggie. What your clients say about you is a hundred, no, a thousand times more believable and persuasive than what you say. That's why you want your main points to be made by your clients, rather than by you. When you say it, it's selling. It's boastful. It's arrogant. When your clients say it, it's the truth.

**The Lewis BIGGIE RULE OF MARKETING:** Never use a photograph without a testimonial from that person or persons, right underneath or next to the photograph. And never use a testimonial without their photograph right above it. So you are showing your photography, yes, but you're also having the clients say wonderful things about you and how thrilled they are with what you created for them.

**4. Use EMOTIONAL WORDS.** Remember, people invest in photography for emotional reasons - not price reasons, and not logical reasons. The sooner you realize this, the more successful you will be in your photography business. So be sure you are using emotional words everywhere in your

marketing pieces. Words like love, romance, family, mom, dad, relationships, feelings, memories, tenderness.

**5. A persuasive message is from a person to a person.** A persuasive message needs to be and feel really personal. That's why I always recommend you have a SALES LETTER (from a person to a person), printed on regular white paper, along with a "Testimonials Brochure" which can be in just black and white, or sepia, or color, which includes photographs and testimonials from the people in those photographs. You need both. A testimonial brochure with testimonials and showing your work, and a persuasive sales letter.

Yes, a LETTER. Which has a strong headline on it, and then says, "Dear XXXX" And is signed by the person who wrote the letter. Just like a real LETTER. Never mail out or hand out a brochure without a letter with it. This also goes for ads in magazines, too.

**6. Always have a "call to action."** For example, for weddings: "Call (xxx) xxx-xxxx immediately to see if your date is still available! Mr. XXX only photographs one wedding a day, and books up 12 to 28 months in advance! Do not hesitate! Call immediately, or your day will be gone! You are not calling to reserve your day, and you don't need to pay any money. You are simply calling to see if your day is still available or not. Then you can take it from there. There is no charge and no obligation for this call. Call (xxx) xxx-xxxx right now.

**7. The headline is the single most important part of any marketing piece or ad.** I saved this one for last. The headline is the "ad for the ad." It is what has to stop a person in her tracks, and get her to look further. It has to be compelling. For example, for weddings again:

**"How To Have The Most Romantic, Beautiful Wedding Day Of Your Dreams."**

Or

**"How To Guarantee That You And Your Husband Have The Most Romantic, Wonderful Wedding Day Of Your Dreams!"**

Or

**"How To Guarantee That You Have A Ball At Your Wedding!"**

You see the benefit that is right there in the headline? It's important. Most good writers say they spend as much time on the headline as they do on the entire rest of the piece. That's how important it is.

Now, I realize that marketing and advertising may not be one of your favorite subjects, but the fact of the matter is that it is one of the three most important money-making aspects of your business. I hope this has been helpful for you.

## CHAPTER 4

# The Single Most Effective and Powerful Photography Marketing Secret Of All Time

Of all the techniques and “secrets” to success I'm sharing with you here, using free exhibits or displays of your photography all over your community, is absolutely one of the most valuable and important.

**And it's FREE - and you can have it working for you within 24 hours!**  
How? Simply take whatever photographs you have right now, and get them up on display in your community - your phone will start ringing IMMEDIATELY!

You see, if it weren't for my free exhibits throughout the community, I would have gone out of business 30 years ago! I had no money, and no reputation. The phone wasn't ringing anywhere near enough to make me any large sums of money.

Exhibits - Free Exhibits - Changed All That!

Exhibits of your photography all over town really work. Why? Because they get you highly qualified callers who want to work with you. And, in the long haul, exhibits work better than the internet, better than direct mail, better than yellow pages, better than ads in newspapers, and better than ANY PROMOTION you can think of!

Here's some key points about getting exhibits of your work all over your community:

1. The backbone to everything I share with you is this: **Create A HUGE Demand For Your Limited Supply, Then Control The Volume Of Work You Do With The Price.** Unless you have a substantial marketing budget, it's very difficult to create a huge demand - unless you use free exhibits.
2. **If you want to dramatically improve your profits, then you MUST have at least 12 permanent exhibits throughout the community.** That seems to be the "magic" number I've found. If you have 12 permanent exhibits around town, whether you are in a large town or a small town, you are all of a sudden quite "famous" and lots of people are calling you.
3. **Make a list of at least 20 possible locations of where you would like to have an exhibit.** This is a good start. Then prioritize this list, and start at the

top. Remember, if you don't ask, the answer is always "no" so what have you got to lose?

**4. Put up some temporary, "one hour exhibits," in really nice, attractive locations which will look really nice, and take photos of these exhibits.** This will greatly help you "sell" the idea to other locations. This way, when you go to a location where you would like to have an exhibit, you can show them the photos you have of these "one hour exhibits", so they can see and get a good idea of how nice your exhibit will look in their place.

**5. Always get a modeling release from every client, prior to creating their photographs.** This way, you know you have permission to use anything you create as an example of your work in your exhibits. And, if for some reason, a client does not sign the modeling release, you will put that fact in her file, so you know NOT to use any of her images on your exhibits.

**6. Research has proven that it takes 5 impressions before someone will take action and call your studio.** Exhibits are the most effective, and least expensive way to make those five positive impressions.

**7. The people who call you from having seen your exhibits are much more qualified potential clients.** They are less price sensitive, and more enthusiastic about working with you. They respect and admire you, and they like your style of work. (Because if they didn't like your work, they would not have called you.)

**8. Dollar for dollar, exhibits are the least expensive, and the most effective way to market and advertise your studio.** Trust me. I've done enormous amounts of marketing in my career, and still do. I know what works the best. And exhibits are the best.

**9. Getting exhibits is a SALES ASSIGNMENT!** You must SELL it to the places you want to exhibit. You must talk in terms of how that location can benefit by having your work exhibited in their place. What's in it for them? By far, the most effective benefit I use to get free exhibits is that I'm going to go back to my studio and call everyone whose portrait I have just put up. Then all those people will come to that place to see how nice their photograph looks, and probably will buy something while they're there.

**10. In my opinion, based on 36 years of doing this, the following are the best places to get exhibits.**

1. Shopping Malls
2. Movie Theaters
3. Restaurants
4. Hair Salons
5. Clothing Stores
6. Hospitals

7. High Traffic Office Buildings
8. Doctor's and Dentist's Offices
9. Country Clubs
10. Bridal Shops

**11. While getting a minimum of 12 permanent exhibits is important, it is also important to create one or two "community involved" exhibits - exhibits of people who are active and involved in the community. You give each of these specialty exhibits a "theme" or a special title.**

**12. An active, on going exhibit plan is crucial to your success.** Once you get 12 exhibits, don't stop. Keep getting new ones all the time, as you will, from time to time, lose some of the ones you have.

**13. Don't put your business cards up with your exhibits. (Throw your business cards away. They are 1950's technology.)** Put "Lift Cards" up. Lift Cards are about the size of an oversized post card, and have examples of your work on one side of them, usually printed in color, along with raving testimonials from each of those clients. On the other side you have lots of sales copy, along with a great headline, and a double readership path. A lift card is a complete, direct marketing "lead generating" system. It gets the prospect to either call your studio, or call your recorded message hotline, or go to your web site. It offers the prospect a free special report which will help them avoid the biggest mistakes made in having photography done, etc.

**14. Always sign your photographs clearly,** so even if the "Lift Cards" are gone, people can easily see whose photographs these are.

**15. Never, ever put a business card in the corner of your photographs.** Put the Lift Cards up in a special holder you can get at any plastic supply company.

**16. TAKE ACTION NOW!** Do not put this off! If you honestly and sincerely want to build an incredibly successful studio, exhibits are, in my opinion, a crucial part of it! Like I said above, if it wasn't for my exhibits, I would not have been successful in photography. That's how important exhibits are.

## CHAPTER 5

# Mailings And Offers To Your Current Clients Are The Single Most Effective Marketing You Can Do!

I've said this before, but let's say it again: You are NOT A PHOTOGRAPHER - you are a "Marketer and Seller Of Photographic Services." The real money in photography is not in the photography. It's in the marketing and selling of the photography.

One of the all time most overlooked areas of enormous income for professional photographers is the database of clients who have worked with you before. **This is the single best "list" you should be marketing to LIKE CRAZY if you want to make piles of money with your photography services.**

I don't like to refer to these people as "past clients" - because the way you should be looking at it is that once a person works with you, he or she becomes a "client" and stays a "client" of yours for life.

We even give these people a special name. We refer to them as our "VIP Club" members. VIP stands for "Very Important Patron." Once a client works with you, you want to put them on this list, and mail to them regularly.

I advocate and, in fact, BEG you to do at least one mailing every single month to your VIP members. The more you mail to them, the more business you will receive from them. And no, you can not mail to them too often. Many direct marketers strongly suggest you mail to your clients 24 times a year! But all I'm recommending here, for starters, is once a month.

So if you have not been mailing to your current/past clients on a regular basis, now is the time to begin! Right Now!

The single best way to approach a monthly mailing to your current client data base is to send them an envelope which contains the following:

- 1. A friendly, very conversational newsletter from you.** And I recommend this newsletter NOT be about photography. It should be about LIFE. So you include in this friendly newsletter nice little articles about how to raise positive children; or some neat places to go on a short vacation; or little known ways to care for house plants, etc. You see, photography is a very, very small

part of your client's lives. So the real "secret" here is to not write about photography, but rather write about life.

You can get your ideas for your newsletter articles from many magazines that are published monthly for families, parents, etc. Just be sure that if you take some of the ideas from the article, you ALWAYS give credit to the magazine where you saw the article, and the author of that article. And don't copy the article, obviously, word for word. Change it. Put it in your own words. Paraphrase it.

**2. A friendly, emotional "sales letter" which thanks them for having worked with you before, and offers them a very special "VIP ONLY" offer.**

This letter is SEPARATE from the newsletter. It's NOT part of the newsletter! This letter should contain the following:

a). Emotional sales copy about the particular product or service you are making a special offer for in this mailing. Remember, people invest in photography for EMOTIONAL reasons, not logical ones, so you always want to talk on an emotional level in all your sales letters.

b). A special discounted offer, which is ONLY for your VIP club members. And be sure to tell them that this offer is ONLY for them - and make sure this is the truth. Never, ever lie to anyone.

c). A deadline when the offer expires. This is very important. No deadline means no response. So always have a deadline, and honestly mean it when you say it. Actually, the real value of having a special offer is so you can have a deadline for that offer.

d). Testimonials from several of your VIP Club members who have invested in the product or service you are offering in this letter.

e). A strong "call to action" which tells them exactly what to do. For example, "Pick up the phone and give me a call right now. There is no charge and no obligation whatsoever for this call. You and I will just "chat" and we'll see if you might want to take advantage of this great special offer...."

f). A "PS" which summarizes the offer, and thanks them again for the opportunity of working with them in the past. People want to feel appreciated. So few businesses ever thank their clients or patrons for working with them. You are going to thank them every month. You are going to let them know you really enjoyed getting to know them, and sincerely want to work with them again.

**3. A "Testimonials Brochure" which contains photographs you have done of the particular type of session you are offering in the sales letter.** This little brochure or card simply has some examples of what you are talking

about in the sales letter, with a fabulous testimonial underneath the photograph, which includes the full name, city and state of the client who is shown in the photograph.

Now, I know what you may be thinking: "Give me a break, Chuck, I don't have time to do all this every month."

Well, I understand exactly how you feel. But you know what? Most photographers put so much time and money into getting new clients - clients who have never worked with them before - and totally ignore those valuable, important people with whom they have worked with before. Don't let yourself get caught up in this trap.

If you make the decision to stay in contact with, and maintain the relationship you have built with your clients, they will bring you wonderful new clients, through referrals, as well as working again themselves with you over and over! Trust me. I know this for a fact!

Oh, one last point: "Whether you think you can, or think you can't, you're right."

## CHAPTER 6

### **How To Have The Most Effective Yellow Pages Ad (And all other kinds of ads, too!) In Your State!**

**You want to know the best kept secret about Yellow Pages Ads and other kinds of ads? Every photographer in your town is doing it all wrong!**  
So do NOT copy anything you see anyone else doing in your area. They don't have a clue about how to do this!

**Use These Top 12 Secrets For Yellow Pages Ads And Your Other Ads, And Prosper Beyond Your Wildest Dreams:**

**SECRET #1: Have a headline, and have it NOT be your studio name or your logo.** It must include an emotional benefit. It also should mention that your work is guaranteed 100%.

**SECRET #2: Use every inch of the ad to tell your prospect how she can benefit by calling you.** No "white space" or "yellow space."

**SECRET #3: Make sure the body copy is printed in very small type** - usually 7 or 8 point type - so you can fit all the words in you need to tell the entire story.

**SECRET #4: Use testimonials and photos in your ads for sure.** The "Lewis Rule" is this: Never ever use a photograph in your marketing without a testimonial from that client directly under the photo - with full name, city and state.

**SECRET #5: In addition to the normal use, also use your ad as a "lead generation device"** - for NO EXTRA COST. What you do is "key" it with extension numbers to your hotline, using a phone service such as ATG to manage the extension voicemail boxes. This way, you know where EVERY inquiry came from.

**SECRET #6: Your ad can actually have two numbers in it.** One is your studio number, the other is your "Hotline" number. Tell them what extension to enter on your hotline, for the type of photography they're interested in. (This gives you the code for the source of the call, as you will be doing other lead generation ads, postcards, etc., too, and each one must have a different extension number.

**SECRET #7: Make your name or logo very small** - don't waste the space by making it bigger - you need every inch for your persuasive copy.

**SECRET #8: Be sure your headline is in upper and lower case - NOT ALL UPPER CASE LIKE THIS.** Only capitalize the first letter of each word in the headline. And be sure to bold the headline.

**SECRET #9: Be sure your explanation of your 100% money back "you will be thrilled" guarantee is also in the ad so people are sure to understand just how serious you are about it.**

**SECRET #10: Always have a double readership path - headline - the subheads and body copy.** Sometimes you only have enough room to simply bold the subheads - there may not be enough room to make them 10 or 12 point type.

**SECRET #11: Every word must talk in terms of how the prospect can benefit.** Not hype, just benefits. Clear, concise benefits on what is unique about you, and how they can benefit. (Yes, your Unique Factors" or USP's are critical to your success here!)

**SECRET #12: Highlight your major one or two "80% Client Types" in your headline, along with the fact that everything is guaranteed.** These are the one or two client types that make you 80% of your PROFIT for only 20% of the work. By highlighting them in your headline, you are drawing those clients into your ad, and therefore your studio.

## CHAPTER 7

### **Here's An Amazing "Marketing Success Formula" For Your Photography Business!**

$$\mathbf{E + L.G. + S.R. + F.U. = B.C. + \$\$}$$

Here's what each of the items in the above formula are all about:

**The "E" stands for exhibits.** (See Chapter 4)

What you do is get free exhibits all over your community - and then rather than put the old fashioned business cards up, you put "Lift Cards" up. Lift cards are 10 or 20 times more effective than business cards. Again, if you use business cards - throw them all away - they are losing you business you should have had.

Lift Cards are an oversized postcard - with photos and testimonials on one side (and a killer headline, of course) and lots of compelling, persuasive copy on the other side of the card, with a special offer, deadline, call to action, double readership path, subheads, guarantee, and is written in a very conversational style.

**The "L.G." stands for Lead Generation:**

By "Lead Generation" we mean that instead of just trying to "get your name out there" - which is a HUGE MISTAKE being made by most photographers - rather than that - Lead Generation means we are going after getting each person to TAKE ACTION NOW - to either call you directly, or call your Recorded Message Hotline, or go to your Web site.

**The "S.R." stands for Special Reports:**

We call our sales letters "Special Reports." And our Lead Generation System gets a prospect who is not quite ready to call us directly, but is interested - to ask for us to send her a "Special Report" which is full of wonderful, persuasive, conversational, EMOTIONAL words that are designed to get her to take the next step - call us.

**The "F.U." stands for Follow Up:**

This deals with the powerful underground secret of "Sequencing." This means that when a prospect gives you her name and address, you not only send her the first "Special Report" - but you send her at least two more, each one, two weeks after the previous one. This has been tested and proven to at least DOUBLE the response rate - and many times, it triples it!

**The "B.C." stands for Booked Clients:**

When you follow this plan, or "formula" - you will have all the booked clients you ever want! This system is so powerful, and almost NO photographers know about this!

The "\$\$" stands for lots and lots of PROFIT!

No, you and I did not go into photography just for the money - no way. But if we're going to do it - let's make darn sure we have a proven system in place that will guarantee us the money we need and deserve!

Follow this formula, and enjoy great success with your photography.

## CHAPTER 8

# How To Use The Internet To Bring In Clients Who Love You, And Will Pay High Prices To Get You To Work With them!

There is no question that if you do it right, the Internet is an amazingly powerful way to bring highly qualified people into your studio.

Here's 11 Underground Secrets For Getting Huge Numbers Of Good Prospects and Clients From The Internet

**UNDERGROUND SECRET #1: Never ever make your site just pretty.** Who cares how nice your site looks if no one takes action from it and contacts you?

Pretty does NOT sell - at least it doesn't sell anywhere near as effectively as a PERSUASIVE SITE sells. And to be persuasive, you need lots of good sales copy and emotional words - rather than just pretty photographs.

**UNDERGROUND SECRET #2: Never ever use a photograph without a testimonial - period.**

I've mentioned this before, so I won't go into detail here again. Just do it. Trust me.

**UNDERGROUND SECRET #3: Use long copy - long copy ALWAYS out sells short copy.** Your photos will NOT sell themselves! Not a chance. Not in this day and age. At least, let me put it this way - your photographs BY THEMSELVES will not sell your studio or get someone to contact you very much. It's much more productive and effective to have your site use lots of words - persuasive words that build a rapport and trust with your prospects.

**UNDERGROUND SECRET #4: Play up your guarantee right up front - on the first thing a visitor sees.**

I've talked about this before - but it's so important that I didn't want to take a chance you would miss it.

**UNDERGROUND SECRET #5: Talk conversationally - don't try to sound corporate or "professional."** Talk in plain language - and be personal.

**UNDERGROUND SECRET #6: Talk emotionally** - tell stories - get your visitors onto the right side (emotional side) of their brain. Remember, people invest in photography for EMOTIONAL REASONS - not price reasons and not logical reasons.

**UNDERGROUND SECRET #7: Use the Internet as a Lead Generation Device - don't ask it to do anything else.** Just have your site get your visitors to give you their contact info, so you can send them more info. Yes, you will list your phone number, of course. But the MAIN objective is just to get their contact information.

**UNDERGROUND SECRET #8: Have a strong call to action.** Let them know what they need to do right now. How can they benefit by doing what you're asking them to do - and doing it right now?

**UNDERGROUND SECRET #9: Give each visitor multiple chances to take action right now.** Don't wait until the "end" of your presentation to ask them to do what you want them to do. Ask many time throughout the site.

**UNDERGROUND SECRET #10: People buy from people - not from companies** - so talk like a person - make your site be from a person to a person.

**UNDERGROUND SECRET #11: Use all the persuasive techniques of off line marketing for online, also.** Such as:

1. Headline
2. Double readership path
3. Emotional words - not logical or analytical words.
4. Call to action
5. An irresistible Offer
6. Deadline
7. Do not give away free photographs
8. Lots of testimonials (with that client's photographs just above the testimonial)

### **Here's Five Giant Tips For Maximum Results Online:**

1. Always get email address of every person. ALWAYS. Those who book with you. Those who don't. Those who call you. Or those who email you. Be sure to get and keep the email address - as you will use it as an important part of your marketing System.

2. Remember that you MUST market your web site to get anyone to find it - just like you must market your photo business to get anyone to find it.

3. Use your "Unique Factors" throughout your site. Your Unique Factors are those things that separate you from all the other photographers in your area.
4. Break your site up into the different types of photography you do. Have a Family Portrait area, and Wedding Photography area. A Senior Portrait area. A Children's Portraits area, etc. This makes your site easy for a visitor to go directly to the type of photography she is looking for.
5. Never, ever, ever put ANY prices on your site. No No No! That will kill your responses.

## Chapter 9

### What To Do Next

Successful photographers force themselves to do the things the failures don't want to do. It's not that the successful photographers are so smart or lucky or in the right place at the right time. No. It's just they have the self discipline to force themselves to discover and then do the things we talked about in this E-Book.

So you have two choices now.

1. Start doing everything I talked about in this E-Book. Design and write the Lift Cards. Write the Special Reports for each type of photography you do. Figure out how to create your own "Testimonials Brochure." Make your web site truly PERSUASIVE - NOT JUST PRETTY. Set up your recorded message Hotline. Put together your VIP marketing campaigns and sales letters.

2. Just copy all my stuff - and use it NOW - with my permission!

If you'd like to get your hands on all my marketing pieces - all of them - with my permission to COPY THEM AND USE THEM FOR YOURSELF - FOREVER - here's how:

Go to [www.cjlewis.com/onlinecatalog.html](http://www.cjlewis.com/onlinecatalog.html) and click on the "Raid My Vault Package" to find out exactly how you can "raid my vault" of marketing and advertising archives and get 36 years of marketing experience and knowledge quickly and easily - to copy and use for yourself to bring good qualified clients into your photography business!

**NOTE: Be Sure To Enter The word "ebook" in the COUPON CODE and save 40% off the "Raid My Vault" Package right now! This offer is ONLY good for 24 hours, so check it out RIGHT NOW!**

Plus, you'll get a powerful Photographic Web site - all designed for you - using all the direct response marketing secrets that took us over 30 years of study and testing - a web site that you can quickly modify for yourself and put online to bring you HIGHLY QUALIFIED CLIENTS every day!

That address again, to find out all the details of the "Raid My Vault Package" is [www.cjlewis.com/onlinecatalog.html](http://www.cjlewis.com/onlinecatalog.html)

I sincerely hope this information has been helpful to you. I am totally committed to being of help to you and your photography business - to help you build the studio of your dreams - and do it quickly and easily!

Please email me at [cjlphotog@aol.com](mailto:cjlphotog@aol.com) and give me your feedback and suggestions on this. Thanks. I appreciate anything you have to say about this.

Charles J. Lewis