

Photographer's Workbook, Notes, and ACTION PLAN

LIVE ONLINE WORKSHOP

Including Fast-Action Items To Start On Immediately Following Event!



Give Us 2 Hours, We'll Give You
THE PLAN!

Use This Workbook To Take Detailed Notes During The Live Webinar Event – PRINT THIS OUT, And Have It With You When You Attend! (PRINT OUT NOW)

PLEASE DO RIGHT NOW! (this is your first assignment): Make sure Thursday, Sept. 26th, from 1pm – 3:00pm Eastern Time is put on your CALENDAR. Do not let anything get in the way of attending this event. It very well could be the most important thing you do for your business over the next 12 months.

SECRET #1:

Successful Photography Marketing FORMULA for 2013 & Beyond:

$$F.B. + E.E.W. + M.C.O.E. + P.E.R.S. = $$$ + L.O.B.C. + S$$

FILL IN THE BLANKS (answers given LIVE during the event):

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FAST ACTION STEP – What To Do When Webinar OVER:

SECRET #2:

What Is The Single Most Powerful Type Of DIRECT MARKETING CAMPAIGN For Photographers, And Why?

USE THE _____ METHOD!

This method works so well because it is:

1. So inexpensive, any photographer can afford to do it.
2. It uses a unique approach to build instant trust and get clients to ACT NOW to hire you.
3. It has one of the highest potential RESPONSE RATES of anything out there.
4. It positions you as an ARTIST in your community, and one that people will want to seek out (even if you're brand new to the area, or to photography).
5. Less than 2% of all photographers in the world are using it (which means you will have a powerful secret weapon no one else is using).

Steps to Put This Method Into Action:

1. _____
2. _____
3. _____
4. _____
5. _____

FAST ACTION STEP – What To Do When Webinar OVER:

SECRET #3:

How To Turn Your EMAILS Into Booked Sessions, Even When They Are "Just Shopping Around" and Getting Prices!

How you handle _____ is an extremely critical part of your photography marketing!

PROOF FROM ANOTHER PHOTOGRAPHER WHO TESTED THIS SECRET AGAINST HIS "USUAL" WAY OF RESPONDING TO EMAILS:

Number of emails responded to: _____
Number of responses turned into BOOKED SESSIONS: _____
Percentage of CONVERTED emails: _____
TOTAL COST TO PHOTOGRAPHER: _____
ESTIMATED INCOME FROM SESSIONS: _____
ESTIMATED PROFIT: _____

The 6-STEP PROVEN SYSTEM To Responding To Emails About Your Prices & Services (to turn them into BOOKED clients):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

FAST ACTION STEP – What To Do When Webinar OVER:

SECRET #4:

Cracking The SOCIAL MEDIA Code For Photographers – How To Use The Most Powerful Single Communication Resource In The World To Actually Bring In Clients!

The "5 RULES OF CONDUCT" for Photographers Using SOCIAL MEDIA (answers given on live event):

1. Do NOT _____ - this will more often than not BACKFIRE on you, and cause your profits in photography to suffer as much as 76%!

2. If you want your social media to work for you, be sure you post _____ messages that build _____ and _____!

3. AVOID THESE AT ALL COSTS in social media: _____!

List:

4. ALWAYS stick to the ____-to-____ Rule! (Rule explained in detail on live event)

5. SOCIAL MEDIA MAGIC KEY POINT: _____ sell, while _____ only tell!

6. A MAJOR key to success with FACEBOOK (specifically) is: _____

FAST ACTION STEP – What To Do When Webinar OVER:

SECRET #5:

WEBSITE Design Secrets, Tips and Strategies for Photographers!

(Easy to implement, whether you do your own website design, or use a template from a company, or have an outside designer!)

MUSTS (and NEVERS) In Website Design and Layout That Can BOOST (or KILL) Response By 150% - 200%!

1. DO be sure to use _____ throughout your website – every page, every section, without exception. Using this is the LIFE-BLOOD of a successful photography website. PERIOD.
2. The single most VITAL part of every page of your photo website is: _____ (NO, the answer is NOT “your photographs.”)

EXAMPLES FOR ABOVE:

3. You MUST have a MINIMUM of 7 (preferably 15) _____ throughout your website. WHY? If you don't have these, people will choose to work with your COMPETITORS instead of you!

EXAMPLES:

4. The MARKETING “B.S. REMOVER” – it's as effective on your website

as it is anywhere! Are you using it? This secret involves putting _____ throughout your website, with accompanying _____!

5. ALERT!!! Do you have at least 3 _____ to _____ on your website? These are key to getting people to get off their butts, and want to contact you about hiring you TODAY! The toughest aspect of photography website design is getting people NOT to just click away and never come back. Use these to get them to TAKE ACTION!

6. One of the most powerful things we're seeing in photography website marketing is the use of _____. And it's never been easier to do than now! If you have a computer (PC or MAC) – or even a smart phone, tablet, or iPad, you can do this! It's so easy, so under-used, and more powerful than 90% of the other ONLINE things you'll do!

FAST ACTION STEP – What To Do When Webinar OVER:

SECRET #6:

FREE Displays & Exhibits In Your

Community Will “Get The Word Out” About You Faster Than Any Other Single Thing – PLUS, They Will Make It Appear That You Are “THE PHOTOGRAPHER” In Town!

(IMPORTANT NOTE: We’re talking FREE exhibits here, NOT ones you have to pay for! PLUS, this is so much easier to do than you think it is! These do NOT have to be in MALLS or major SHOPPING CENTERS! We’ll walk you through how to do it – FAST!)

BEST PLACES TO GO AFTER FOR FREE EXHIBITS:

1. _____
2. _____
3. _____
4. _____
5. _____

HOW TO GET PLACES TO EXHIBIT YOUR WORK – FOR FREE:

1. Use the “What’s _____ Approach
2. Bring Photographs With You When Meeting, Or NOT? The Answer Is _____, and Here’s Why.
3. Who to approach in the company or venue – you must get past the _____, and here’s how you do it:

4. Do _____ before you ever meet with someone in person!

MAJOR POINT ---- THE KEY TO SUCCESSFUL
DISPLAYS & EXHIBITS: You MUST Use
_____ On Every
Exhibit.

Notes for above:

1. _____
2. _____
3. _____
4. _____
5. _____

FAST ACTION STEP – What To Do When Webinar OVER:
