



Prosperous Intensive Workshop



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Welcome...

2022 Notes: This material was originally a 2-day intensive workshop run by Carol Lange and Melissa Neumann in 2015. It was aimed to help those that wanted to build a business in the domestic portraiture market. This 2022 update has added more material and is useful for it you want to build a portfolio to gain employment in the photography industry as well as start your own business or freelance. The information included could apply to any area of photography that you wish to explore to make money from.

Thank you for joining us in the first step to changing your business and your mindset.

This program has been designed to help you understand yourself, your dream business and the clients that will bring you joy!

We ask you to open your minds and hearts and let yourself be taken on a journey to establish a business that is ultimately right for you!

We encourage each and every one of you to ask as many questions to ensure that you have the best experience and walk out with a clear sense of direction!

So everyone lets go.....

You

When embarking on a learning journey it is necessary to review what you have already mastered. Those in business and life tend to focus on the parts that they have mastered and neglect the areas that really need their attention. To be truly successful in business/life you need to focus on the areas that are weaker for you so that you can strengthen those areas to create an unstoppable business/life.

With this in mind please take the time to rate yourself to establish where you are on your journey:

	What does that mean?	Needs Improvement.	Kicking it out of the park!
<i>Shooting</i>			
<i>Post Production</i>			
<i>Marketing</i>			
<i>Pricing</i>			
<i>Offerings</i>			
<i>Values</i>			
<i>Ideal Client</i>			
<i>Sales Strategy</i>			
<i>Customer Service</i>			

When you find the why
you can start to work out your *direction*, not only
for YOURSELF as a person but as a business
person also!

~These Girls Mean Business

Here is a list of examples that you can use:

Money:

Is wealth, paying off debts, or living luxuriously a motivator for you?

Community:

Are you driven by the desire to solve a common problem or improve the lives of others?

Family:

Are you building a legacy you can pass down to your children? Are you starting a business to support or honour your family in some way?

Expectations:

Do you worry about fulfilling the needs of others or what others will think about you if you fail? What are your expectations for yourself?

Consequences:

Are you afraid of what may happen if you don't start a business and become successful?

Pride:

Pride in yourself and your work can be a powerful motivator for many. Is it for you?

Passion:

Does love for what you do give you the fight to be able to work through the challenges?

Credibility:

Do you look at this business as a way to solidify your credibility or establish yourself as an expert?

Challenge:

Do you thrive on the challenge? Do you purposefully take on initiatives that will stretch you and provide learning opportunities?

TRANSFORM

YOUR

THINKING...

Focus

Having laser sharp focus is not something that many people possess naturally it is a skill that is learnt over time and hard work. Focus enables you to remove competing distractions that can take you off your course and helps you to stay on track to success.

The key here is identifying and focusing on the 20% that is actually achieving the 80% of your desired outcome and not falling in the trap of working on the 80% that's only achieving 20% of the desired outcome. The 20% you do choose to work on should mostly work towards improving the one element you chose to focus on.

List all the areas of your business that bring you the greatest return:

A common problem with small business owners is the adage "I am trying to be something to everyone", this thinking will bankrupt your business.

It is critical to be clear on your commitment and your delivery method of products, services and the experience that you bring to your customers.

For you to plan and focus on the right areas of your business you must also be clear about what the business will become, what it will look like, and how it will do business in 3 to 5 years.

Here is a weird question for you!

Please take the time to look around the room to find all the red items. How many did you find.

Now that you have noticed red items, I bet you cant stop seeing them, yet before you were not even aware of them, this is how setting focus works. Its about becoming aware of something that you have set your mind to focus on.

This next section is about your ideal client, but it could also be about your ideal employer, or your ideal agent. Its all about working out who is going to be the buyer for your work.

You might, at the end of working that out have to put together some kind of portfolio to be able to direct these people to. So the ideas and concepts are similar. What is that person going to want to see of your work to employ you as a freelance or as a commercial photographer.

Depending on the type of audience you have, will depend on the type of online portfolio you need. Will you need a website, Instagram, LinkedIn, Adobe Portfolio? What will work best for you?

The best way to work this out is to do some research into what industry standard for your part of the industry is. Simply google like you are looking for a photographer to do what you want to do and see what comes up.

Also check out the 21-day social media boot camp document as that can give you a good head start on what you need as an online presence. Things like headshots, bio etc.

Make it so you are easy to find!

Ideal Client

We want to authentically connect with your ideal client (IC). You will attract a heap of great clients that are not your IC and that is just a bonus, but we want to drill down and really make it crystal clear who is this IC we are looking for. You want to look at your business and your connection to them through their eyes.

Stop thinking that you already know what your IC wants and open your mind to how that IC sees you. Step outside of your perspective and look at the world differently.

If you don't clarify who your ideal client is then you won't know how to find them, how to get into their field of vision and offer them your amazing products.

The interesting thing about an ideal client is that they don't choose you, you choose them. You deliberately go out of your way to find them, market to them, create products for them, and create content that interests them. It is your choice who your target market is. And you don't have to be in your own target market. Sometimes you might be but just because you wouldn't buy your services at your price, doesn't mean someone else won't.

Also remember that if you have an IC your marketing can be aimed at a single person, making it much easier to decide what to say and how to market to.

If you find it hard to work out who your IC is then find someone who you think is your IC and interview them with the following few pages.

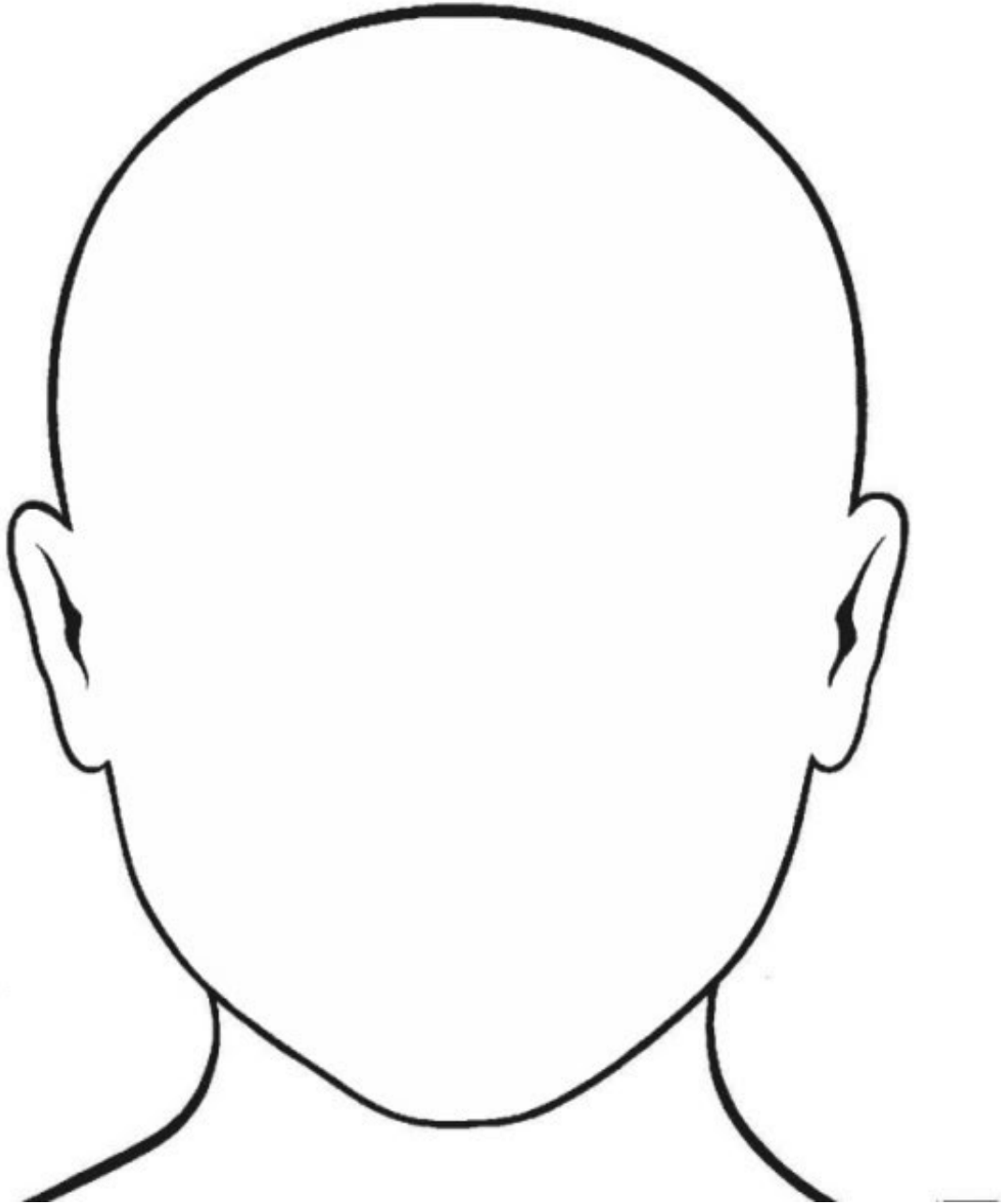
Ideal Client Worksheet

Age	
Income	
Gender	
What beliefs in life do they have?	
What hobbies interest them?	
What magazines/blog sites do they read?	
What pages do they like on Facebook?	
Do they have children?	

Are they married, single, divorced, or engaged?	
Where do they shop for their clothing?	
What sort of restaurants do they visit regularly?	
What movies books tv shows do they like?	
Do they Rent or own their own home?	
What social media do they use?	
Do they work? If w where?	

What do they do in her free time?	
Who do they idolize, who are the heroes in her life?	
What keeps them up at night? What do they worry about?	

Please take the time to now get creative and draw the features of your Ideal Client, this is your time to have some fun.



Its time now to be your client when they look at what you do. What primary emotion or set of emotions does that person feel when thinking about having photography done?

What is the reason they are drawn to having photographs done? What purpose do they have for what you do and what makes your service attractive to them?

Are they excited, nervous, happy, sad, etc. What might they be saying to themselves inside? What story are they telling themselves about the expectations of being photographed?

Now I want you to be your client when they look at what you do. What primary emotion or set of emotions does that person feel at the moment that they are about to buy from you.

If you do in person sales, how are they feeling in the purchasing appointment? Are they excited, nervous, happy, sad, etc. What might they be saying to themselves inside? What story are they telling themselves about the purchase that they have just made?

Now think very carefully about the next answer. What will buying your product help this IC with? What fear will it reduce, what stress will it take away? How will your product make her life better?

Offerings

The products that you offer in your business is a personal choice. You should by now understand who your target market or Ideal Client is and what they value. You are in business to serve these people and therefore there should be a compromise in selling what you love and what the customer is going to buy. It is so important to love your products and connect with them, it would be very difficult to sell a product that you cannot talk about effortlessly and with passion.

So the question that perplexes so many business owners, what do I sell?

Here are some of your product Options:

Matted Prints, Framed Prints, Glass Prints, Metallic Prints, Wooden Prints, Canvas, Framed Canvas, Mounted Canvas, Albums, -leather, -acrylic front, -metal front, -fabric, Coffee Table Books, Pocket Books, Accordion albums, Printed Silk, Birth Announcements, USB, Disk Box, USB Boxes!

There is “No” right way to offer your products, offering just the disk or just the prints are two completely different business models if you choose to separate them out, but most businesses would work with both mediums. There seems to be a movement at present of photographers commenting on what is right for the industry. We stress that no one has the right to comment on what you offer and how you offer it, ultimately it comes down to knowing who your market is and what they want to buy.

How you shoot also determines what you sell, this theory does confuse people so let us explain it. If you are shooting for wall prints then there is no need to shoot a whole lot of detail shots of people or items, normally people hang large wall portraits of family, pets and possible items like homes. Therefore when shooting for wall portraits the amount of detail images are minimised. If you are shooting for an album for a wedding or a family then you will need to include a large amount of detail to tell a story through the album or coffee table book.

Please now determine how you would like to shoot, and what the possible products that you would like to include in your service. Please ensure if you are shooting different genres that you separate out these services into their own standalone product line.

Your clients should know from your website and through your conversations what you offer in your business. A great tip is to talk about shooting for a particular product i.e. Inform them that you shoot differently for single prints than you would for an album as we have discussed, this helps you to understand what the client is looking to achieve from their shoot and ultimately guides you to a successful session.

Please list the products that you would like to sell in your business and why?

Genre		
Product	What does this achieve for the client	Why

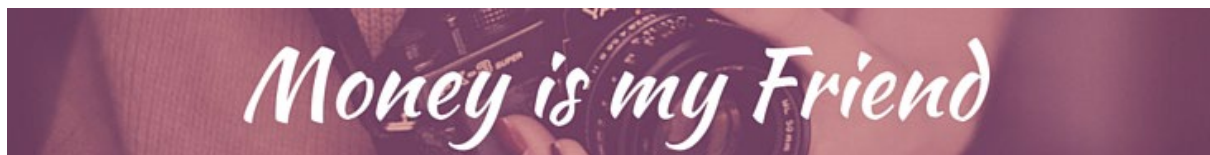
Genre		
Product	What does this achieve for the client	Why

Pricelist

Pricing is the one topic that every photographer seems to get stuck on! There is such emotion tied up in money that many people don't understand how to get around it. That being said we know that many people really struggle with this concept so it's important we go through all the elements thoroughly to ensure that everyone is confident with it.

Your pricing will never bring you more work. It might make it easy for people to work with you. It might tempt people to want what you have to sell but it won't bring you more work. No one is ever going to say I love your price list and just couldn't wait to call you about it.

Your price list will bring you **financial rewards** if it is carefully planned and considered and if you **understand why you charge what you charge**. But it will never bring you more work.



How you price your products should **NOT** be based on
what *other photographers charge*.

You have no idea about their business, what their
overheads are, types of products, expenses or exactly
how much they take home every week.

The first exercise that we will complete is the cost of doing business. Your cost of doing business is all the expenses that you incur to open your doors ready for business. Examples of these have been given in the table below to help you start filling it all in!

ITEM	Monthly Cost	Total Cost
Marketing		
Telephone		
Advertising Online		
Advertising Material (Physical)		
Business Cards		
Stationery		
Education Courses		
AIPP Membership		
Professional Memberships		
Computer Equipment		
Computer Software		
Computer Consumables		
Camera Equipment		
Camera Consumables		
Props		
Business Insurance		
Equipment Insurance		
Wage		
Taxes		
GST		
TOTAL		

Our next section is time. Now there is this thought process that to create a successful business that you need to be working full time hours. We want you to stop and re-evaluate what you consider being full time hours.

It is not necessary to work 38 hours a week to create a successful business. You need to understand what you can actually dedicate to your business and make that time as productive and streamlined as possible.

Again this is completely dictated by you, and what is right for someone else may not be right for you, so you need to make sure that you are completely vested in this process to work out what you can dedicate to your business, because if you are unrealistic you won't stick to it, and you will feel guilty and the whole process becomes too hard to deal with.

We would like you to fill in the weekly timesheet to understand what your commitments are to family, life and friends and what time you have left to run your business.

5:00								
6:00								
7:00								
8:00								
9:00								
10:00								

The time that I can spend on my business every week is _____

This equals _____ shoots per year.

This time should include all the time that it takes to:

- Speak to prospective Client
- Shoot
- Present the final product
- All Follow Up
- Book Clients
- Edit
- Delivery of Final Product

The calculation to establish your rate to charge can be a tricky one, there are many calculations that can take place. What you earn is ultimately up to you, this will also be reflected in the amount of clients you can take on also!

We have discussed previously that you do not need to work 38 hours a week to be successful, and with the completion of your time worksheet you can now see clearly how many hours a week you have to spend on your business.

To work out what you need to make to cover your costs of doing business and your time a simple calculation can now take place:

Total of the Cost of Doing Business/ Total Yearly hours you have available to work on your business = Hourly Charge out Rate!

Example:

$\$25,000$ (CODB) / 300 hours (year- 30 shoots at 10 hours) = $\$83.33$ or $\$84$
(rounding)

This figure will ensure that you are covering your costs and taking a wage home for yourself every shoot!

What is your hourly rate:

It's now time to bring it all together for a singular product so that you can see how all this information works together! This is an example to follow.

Product Name: Seldex Portfolio Box and Disk

Cost of Goods:

Lab Wholesale Cost:	\$55
Shipping Cost:	\$10
Print Costs:	\$20
Packaging Costs	\$15
Disk/USB Cost:	\$10
Consumables:	\$0

Total Cost of Goods ***\$110.00***

Labour Costs:

Time spent shooting image	2 hrs x \$84/hr = \$168.00
Time spent editing image	4 hrs x \$84/hr = \$336.00
Time spent in sales session	1 hrs x \$84/hr = \$84.00
Time spent in production	1 hrs x \$84/hr = \$84.00
Time spent packaging	.5 hrs x \$84/hr = \$42.00
Time spent delivering	0 hrs x \$84/hr = \$0

Total Labour Costs ***\$714.00***

Total Cost for Product: \$824.00



Product Name: _____

Cost of Goods:

Lab Wholesale Cost: \$ _____

Shipping Cost: \$ _____

Print Costs: \$ _____

Packaging Costs \$ _____

Disk/USB Cost: \$ _____

Consumables: \$ _____

Total Cost of Goods \$ _____

Labour Costs:

Time spent shooting image _____ hrs x \$ _____/hr = \$ _____

Time spent editing image _____ hrs x \$ _____/hr = \$ _____

Time spent in sales session _____ hrs x \$ _____/hr = \$ _____

Time spent in production _____ hrs x \$ _____/hr = \$ _____

Time spent packaging _____ hrs x \$ _____/hr = \$ _____

Time spent delivering _____ hrs x \$ _____/hr = \$ _____

Total Labour Costs \$ _____

Total Cost for Product: \$ _____



Marketing

Marketing is the final step once you have all the above elements in place, you cannot start marketing until all your ducks are in a row. Marketing is all about broadcasting your unique message to the world.

Your message should be able to be utilised over many different marketing channels so getting it right the first time is important.

A major mistake that many business owners make is setting a message and forgetting it. Marketing is all about testing and measuring the inputs with the outcomes, when something is not working then you know that the message may be wrong, the delivery method is wrong or the whole marketing type is wrong for your target market.

When deciding on how to market there are three key elements that need to be considered. You want to ensure that you remain top of mind to your prospective clients so that when they are ready to order you have built up a rapport with them and they will ring you first!

Content Marketing – This is all about your use of social media, your Facebook posts, Instagram, Twitter etc.

You must have a solid plan for staying in front of your target market in this passive form of marketing.

Call to action- what is the reason for someone to come to you? What are you proposing to solve your client's problem or need?

Crafting a clear message as to what you offer and why you offer it is imperative for your ideal clients to be attracted to your business.

Marketing Materials – This is the physical material that you are going to produce to also keep at the forefront of your ideal clients minds.

This could include postcards to send out to existing clients, newsletters, flyers and posters.

From your Ideal client profiles you are now starting to understand where your message may be heard and therefore it is necessary to craft campaigns that will fit nicely.

From what you understand about your Ideal client please list all the places that you believe your message may be heard:

Crafting a clear and responsive message about your business will take time to master, and remember it is necessary to craft different messages for the different genres of your business.

As a starting point we would like you to try and write a short message or elevator pitch that would entice your ideal clients to find out a little more about you:

Remember this message is not set in concrete and you will need to add and change the message to ensure that the right ideal clients are coming to your door!



Social Media Jungle

Social media has revolutionised the way that business owners and humans in general communicate with each other. With this change comes steep learning curve that we all need to undertake to tame the beast of Social Media.

Marketing at its core is simply communication, communication of your product or service out to the proposed buying public. This is a new way to send our message out and one that seems to perplex most people.

The key to social media done right is consistency! A consistent message with a good frequency of posts or announcements across a number of social platforms will see you start to gain some traction.

Blogging is another major part of building trust and rapport with prospective ideal clients, it gives them a peek into your world. Who you are, what you stand for all shows through in your work as a small business owner, blogging is one of the best things you can do for your business.

At the heart of this social media revolution is content creation! *Content creation is interesting information that your ideal clients want to read about delivered in different formats to spark their attention.* This can be through images, motivational quotes, product reviews, your life, business information, product information from your business and of course images of what you produce.

You need to be realistic also when planning out what you can commit to with social media posting. It is all too common to hear of excited business owners running out the door and posting like crazy for the first week and then falling off the band wagon soon after.

Slow and steady wins the race with marketing, it's important to understand that you need to give all forms of marketing time to work their magic out there in the big wide world!

When marketing your business it is also **important to test and measure**. Testing is all about trying new messages and promotions and measuring the success of them. Success can be measured using different guides including how many people called you or how many likes and share you may have received on a post. At the end of the day we all want to make money from our businesses, so keeping a close eye on what's working to ensure you can keep the good times rolling!

What types of information would you like to put out into the world, take some time now and list down all the things that you feel you could talk about in your business!

When considering how to find the time to commit to all this social networking, please don't get overwhelmed.

The ability to schedule posts across a number of platforms has been a life saver for many businesses. If you have not heard of scheduling before, it's the ability to input a number of posts into a social platform and set the date and time in the future for them to be released. This is a huge time saver, where you can sit down for the day and literally schedule all your posts for the next three months!

There are also better days and times to post your information to ensure that you are being read, rather than having your post disappear down the news feed in a matter of seconds. These times will vary depending on your target market, as an example many mums check their Facebook feeds just before picking their kids up from school or once the kids are in bed.

Below we have included a worksheet to help you understand and plan your posting for a whole week! This will give you a graphical representation of what type of information you are posting and which days are more suitable. This is invaluable to keep you on track for consistency!

	<i>Facebook</i>	<i>Twitter</i>	<i>Instagram</i>	<i>TicTok</i>	<i>LinkedIn</i>	<i>YouTube</i>	<i>Blog</i>
<i>Monday</i>							
<i>Tuesday</i>							
<i>Wednesday</i>							
<i>Thursday</i>							
<i>Friday</i>							
<i>Saturday</i>							
<i>Sunday</i>							

This now brings us to the end of the workshop, our wish is that you have learnt more about your business than you ever thought possible. We hope that you have a new found sense of direction and strength, and through your time with us a steep increase in your knowledge to empower you to make the right choices in your business.

Should you require further information please don't hesitate to contact us at

hello@thesegirlsmeanbusiness.com.au

If you have enjoyed your time with us and do not want the good times to end, you may consider joining our monthly subscription where every month we tackle a different but very important topic for your business. Every week you will receive a video outlining the topic and information that you can implement into your business straight away! For \$27 a month you have access not only to these videos and information worksheets, but you have access to our short courses, and done for your frameworks to help you get moving with special projects. So come and join our community and keep your learning going!

Thanks again and we hope to see you again soon!

Mel & Carol