

Do You Need...

More Profit?

More Referrals?

More Repeat Clients?

Well, I Have the Answer,

By: Photography Studio Owner

George Dean Photography

Dean Photography Business Owner...

You're about to read what may be the most important information you'll read this year, and I guarantee that you'll find this information both enlightening, entertaining, and perhaps life changing!

The biggest challenge you face today is building your clientele. People are pulled this way and that way by the demands of their family, community and career. Don't even get me started on the demands placed in people's lives with the advent of social media (facebook) and keep-in-touch-with-me-anytime-of-the-day technology such as instant messaging, internet on your Iphone, and texting! It is quite amazing we have time for anything.

It would be nice if people would just notice your awesome work and beat down your doors trying to get you to photograph their family! It would be nice, but it's not likely to happen. If you want to build your clientele, you have to create a plan and then make it work.

Create, Keep, and Develop Your Clientele

There are three key components to building your business you need analyze.

1. You must find more prospective clients and bring them into your studio. This can be through expensive traditional advertising, guerilla marketing, internet placement, or referrals.
2. You must keep as many as possible of the clients you already have. You must remind them to come back and do more sessions as their family grows and changes. Keeping clients start with the moment they first become a client and requires a continuous consistent marketing program to stay in touch with them. I invest about \$2 a month per client into this one!
3. Through an effective sales process & total client experience, you must show your clients why they should be spending more money on your amazing photography.

Where Do Your Clients Come From?

"How did you find out about XYZ Photography?" NEEDS to be a prime question you ask EVERY client and you should WRITE IT DOWN! Track it. Knowing this information can help you develop a process to find more like them AND it tells you which marketing programs are working! I know with high certainty that half my NEW clients come from a web search and half come from referrals. Half of my total revenues come from either referrals or repeat business. I am happy to spend \$2 a client per month into marketing to them because the results work!

I know without a doubt, the cheapest way to get more revenue dollars is to build a relationship with my current clients so they return to my studio regularly. AND I encourage them to tell all their friends, co-workers, the ladies at church, the moms on the soccer team, & ...

Personally, I don't spend a dime on "traditional" marketing/advertising. I invest my dollars back into my clients!

It takes WAY many more marketing dollars to acquire new clients from traditional marketing/advertising than getting my current clients to come back & referral their friends. So many businesses want to know how to get new clients. It is not by placing ads in magazines and hoping the phone rings. There is a much faster & cheaper way to do it!

I invest less than \$2 per client each month and mail them a customer newsletter written in a conversational tone filled with fun stories, tid bits, maybe a recipe, a client testimonial, a "Story Behind the Image", remind them of upcoming event, showcase some recent work, ... I mail this EVERY month to EVERY client.

Newsletters work well because they tend to be read as informational, making them more welcomed when they are received. As such they have higher readership than other forms of advertising. People also tend to be more receptive to what you have to say in your newsletter because newsletters aren't meant to be sales tools.

Since people are conditioned to be less resistant to reading information, which is exactly what a newsletter should be, most people read a newsletter with their guards down. This is a HUGE marketing advantage. When your customers' guard is down, they are open and receptive to what you have to say!

A customer newsletter is the strongest marketing and business building tool available—bar none.

Newsletter Secret #1: Help Keep Clients

Your current customers hold the best prospect for future growth. Plus, the longer they are customers, the more they are likely to spend with you.

A monthly company newsletter helps you stay top-of-mind with your current customers. When your newsletter arrives, your customers start to think about you. Issue after issue, your newsletter reinforces your relationship with your customers and gives you a way to tell them about products and services they may not know about.

There's a wonderful thing that happens when you engage your clients on a consistent basis. You get more value from them because they return more often and they refer their friends and family to your studio! It is a wonderful thing.

Newsletter Secret #2: Help Get New Clients

You want your newsletter to help you get new customers. Informative articles & pictures of your clients children give your newsletter "pass-along value."

A physical newsletter makes it easy to share with others. I recommend mailing multiple copies of a newsletter to a family when you feature an image in it from their session. Let them take a copy to work or to church.

Because people read newsletters as a publication and not a marketing piece, a newsletter is a great way to tell potential customers about your business.

Additionally, how can clients refer you business if they have forgotten your name at the very moment you need for them to remember it! Suppose they are at work and discover a friend needs a photographer for their upcoming wedding or impending pregnancy. Don't you want them to remember you name right then and there? Of course you do!

Important Point

There's one thing that you need to know up front about newsletter marketing. It is not a quick fix. You cannot simply send out one newsletter and expect your business to transform overnight. It takes between six and nine months to see positive results.

However, once you begin to see the positive impact newsletters will have on your business, I know you will not stop. In fact, you won't be able to stop! I boldly and confidently predict your monthly customer newsletter will become your most powerful marketing weapon! So please don't send only two or three monthly issues. You'd be better off not starting at all.

Newsletter Secret #3: Help Build Credibility

When people read a brochure, they treat it as a piece of marketing literature. But when they read your newsletter, they read it like a publication.

Your newsletter also gives you the opportunity to share success stories about what you do and how your images effects the lives and hearts of your clients. Through your imagery, testimonials, & stories, you can illustrate the benefits of your service. Sharing testimonials is so KEY.

Be sure to share the awards you receive & the seminars you attend.

Newsletter Secret #4: Helps Your Studio Stand Out

Just the mere fact you are taking the effort and expense to stay in touch with your clients will make you stand out in mind of your clients. Heck, how often do you get a written a Thank You from local merchants? Hardly EVER.

Since you decide the direction and content of each newsletter, you can differentiate yourself from others

Newsletter Secret #5: Enhance Your Reputation

Your customers may not be ready or need your service today, but when they are, they want to do business with someone they know, like, and trust. So when they are ready for what you offer, they'll turn to you.

You want to keep your studio at the TOP of their MIND!

Eventually, they will NEED a photographer and eventually they will know someone who needs a photographer too!

Newsletter Secret #6: Helps Build Your Brand

Branding is the art of making people aware of who you are, what you do, and how you're different from and better than the competition. You want to have a little bell go off in people's heads when they hear your name or know someone who needs a photographer.

When your newsletter is delivered at the same time each month, it will build up a level of importance. It will help build your brand, which will help your business grow.



"Classic"



"Boutique"

Tell people what you do. Show them what else you do. "We also photograph babies, do weddings, ..."
"Use stories and images to get the word across.

Use testimonials to show people why photography is important. It's not enough to simply tell people what you do. You also have to show them why it's important. Maybe they "should" know. Maybe you "shouldn't have to tell them." But don't count on it.

Newsletter Secret #7: Longer Shelf Life

Newsletters are portable; they go everywhere. Newsletters that are informative, fun, and easy to read are not thrown away. People pass along newsletters to friends, business associates, or even their neighbor. This is a *huge* benefit of producing a newsletter.

You Might Be Asking...

"Ok Smarty Pants, if newsletters is so effective then why doesn't every business use one?"

The fact is, producing a newsletter can be difficult and time consuming to produce! They why it never gets done. It takes too long and people struggle for content (what to out in the

you back, I have great news for you!

It's the Right Thing to Do

Publishing a newsletters is just the right thing to do for your business. It's like changing the oil in your car. It's the right thing to do. When you change the oil in your car, you don't see or feel the immediate impact - you do it because it will make your car last long and serve you better. It's the same with a newsletter.

Why mail it monthly? BECAUSE IT WORKS! Do it month in and month out. Do it like clockwork. It's the surest way to boost your profits and get more customers for life.

But let's face it - as entrepreneurs, we're already wearing many other hats and when push comes to shove, the newsletter always seems to get pushed to the back burner or worse yet, completely off the stove!

If this has been your experience, and what's been holding

The Easiest and Best Way to Boost Your Profits and Get More Customers For Life Just Got a Whole Lot Easier!

PhotographyNewsletter.com offers the ultimate 'Nearly Done-for-You' newsletter program for photographers that are tight on time and money!

With your membership, you can download content to produce your monthly customer newsletter in **about 23 minutes!!** Your very first month will take the longest because you might want to develop your

own header and colors to use. Then each month, just drag & drop the articles into your custom template.

To see & play with an interactive spreadsheet of the Profit/Loss Calculations & Break Even Analysis of newsletter marketing, go to <http://photographynewsletter.com/profit-loss/>

	A	B	C	D	E	G	H	I	J	L
1	Number of Clients	Percentage You Expect To Send Your Referrals & Come Back	Sessions you hope you get from the clients who refer you business over a five year period	Sales Average Per Client	Total Revenue from Repeat & Referral Clients	Number of Clients	Price per piece including postage	Length of Campaign (60 Months)	Total Cost of Campaign	Profit/Loss
2	250	1%	3	\$1,500	\$11,250	250	\$1.70	60	\$25,500	-\$14,250
3	250	3%	3	\$1,500	\$33,750	250	\$1.70	60	\$25,500	\$8,250
4	250	5%	3	\$1,500	\$66,250	250	\$1.70	60	\$25,500	\$30,750
5	250	8%	3	\$1,500	\$90,000	250	\$1.70	60	\$25,500	\$64,500
6	250	10%	3	\$1,500	\$112,500	250	\$1.70	60	\$25,500	\$87,000
7	250	12%	3	\$1,500	\$135,000	250	\$1.70	60	\$25,500	\$109,500
8	250	15%	3	\$1,500	\$168,750	250	\$1.70	60	\$25,500	\$143,250
9	250	18%	3	\$1,500	\$202,500	250	\$1.70	60	\$25,500	\$177,000
10	250	20%	3	\$1,500	\$225,000	250	\$1.70	60	\$25,500	\$199,500

SUMMARY:

This is simple, but it's not easy. None of the individual things I've suggested is hard. But you have to do them diligently, every day and week and month and year.

If you do, there's a payoff. Do the diligent work of and you'll have a dynamic, growing studio accomplishes your mission.

7 Surefire Ways to Increase Your Photography Business Profits

By: George Dean

Basic Philosophy

I believe that if I can keep surprising and delighting my clients, they will return and send their friends to my business. I have different techniques I use that have different impact with different “impact cycles”.

1. Thank You Card & Brownies

Every client – no matter how much they spend – will get a package delivered via UPS. It will have a greeting card with multiple images from their session and a heart felt Thank You IN MY HANDWRITING along with FOUR Gourmet Brownies. It has an amazing impact!

TIP: Send the card to the clients work with two dozen cookies and it has a multiple ripple effect! Talk about word of mouth and IMPACT!

The first lady I sent this package too told me she took it and showed it to her neighbors and then took it to her husbands work and showed everyone and then carried it everywhere for two weeks. Talk about impact!

The “impact cycle” is a few weeks. Then it fades.

To learn more about how I do this. Click the following link:

<http://www.myphotographybusiness.com/archives/1647>

Also: Sign Up for a FREE Account on that page! I will pay for you to send yourself a card (but not the brownies). 😊

2. Little Gifts

Nearly every photographer ALREADY does this BUT its worth mentioning here. I price my products so I can always give a gift or two to my clients. I prefer to use some sort of small BRAG BOOK so they can CARRY multiple images with them!

I also print a set of business cards with an image from their session to hand to their friends. I tell them to hand ‘em to everyone. They are basically “free wallets”. 😊

I have clients contact me to get MORE. How about that!

3. Blog Post

Every client makes it to my blog even though I hear "I know I probably won't make it on your website." I always ask, "Why do you think that?". They respond, "You only photograph models.". LOL

Everyone goes on the blog. I send a nice little email to the parents with a request to forward it to all her friends and family and co-workers.

"Impact Cycle" is one day or so. Its quick but it gets lots of visits to my blog!

4. FaceBook

I am sorta active on fb but I make sure to ask all my clients if they would like for me to tag them with up to five pictures. I tell them, "I don't charge for facebook images SO all I ask is that you leave my logo visible and NOT crop it out." I say this while looking into their eyes and get their approval.

I make a post on her fb. "Kristy, I just posted some of your amazing portraits on facebook. Be sure to show everyone. 😊"

Of course I KNOW everyone on her facebook will see if b/c I posted it on her page!

I sometimes post the link about her blog post on her facebook too!

"Impact Cycle" ranges from one week to several months. Many of my clients keep my image on their profile picture for a long long time.

NOTE: Eventually they WILL crop out your logo. After the GLOW of the session has passed, I find it too difficult to ask them to re-crop it without seeming rude/desperate/too stif/... I just let it go if its been there for a while.

5. Referral Thank You's

I do NOT give "studio print credit" for referrals. I think its tacky to me. I want to give a gift that has nothing to really do with photography!

I send them a Thank You card and a \$10 Starbucks Gift Card or something similar. I also can send chocolate covers pretzels. I try to send something different each time. I created a card with me dancing on the front saying "Why am I so Happy" and then on the inside I tell them exactly why I am happy!

I ALSO feature all referrals in my newsletter. I give them a PUBLIC Thank You. This is SO important b/c it has a great impact on the person and the client they referred PLUS its SOCIAL PROOF people DO indeed send me referrals!

6. Lifetime Portrait Member

On my price list, at the \$3000 Level you become a lifetime portrait member! No more session fees ever! I am thinking of adding “Half Price Gift Prints” too to the list of benefits.

I will also make you a lifetime member if you refer me lots of business. No problem! No one ever asks – its just something I do when it “feels” right.

7. Monthly Newsletter

This should NOT be a surprise to you. Mailing a newsletter keeps my name in the forefront of my clients mind. This makes it hard to forget me! Especially when the December edition has a picture of me dressed up as an elf! I try to have fun with my newsletters too.

I promise, if you invest into sending a newsletter to your clients for just ONE year, you will never STOP. The benefits will blow your mind.

I spend about \$1.63 PER client to send a 4 page newsletter!

PLEASE do yourself a favor & join PhotographyNewsletter.com

<http://photographynewsletter.com/join-today/>

Thanks!

George Dean

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