

ACCELERATE YOUR SUCCESS!

A SIMPLE 5-STEP GUIDE TO BOOSTING YOUR BUSINESS

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40 + YEARS IN THE INDUSTRY HAS TAUGHT ME

1. MARKETING DOES NOT COME NATURALLY TO MOST STUDIO OWNERS.
2. MANY PHOTOGRAPHERS GIVE UP ON THEIR MARKETING BEFORE IT HAS A CHANCE TO SUCCEED.
3. TOO MANY STUDIO OWNERS DON'T KNOW WHERE TO START WITH THEIR MARKETING AND END UP DOING NOTHING OUT OF FRUSTRATION.
4. PARALYSIS OF PERFECTION - THE FEAR OF SPENDING MONEY ON THE WRONG ADVERTISING PREVENTS MANY STUDIOS FROM SUCCEEDING.

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SUCCESSFUL STUDIOS DO A LOT OF LITTLE THINGS RIGHT . . .

. . . CONSISTENTLY

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IT'S NOT ANY ONE THING YOU DO

- THERE IS NO MAGIC BULLET AD
- MARKETING REQUIRES A COMBINATION OF MEDIA & TYPES
- IT'S A DAILY/YEAR-ROUND EFFORT
- RESERVE TIME TO DO YOUR MARKETING

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STEP 1

EVERYTHING DEPENDS ON YOUR GOALS

EVERYTHING!

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GOALS SHOULD BE:

- ✓ CLEARLY DEFINED
- ✓ IN WRITING, COMPLETE WITH SUCCESS NUMBERS
- ✓ DEADLINE

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GOALS

GOALS DICTATE HOW AGGRESSIVE YOUR MARKETING NEEDS TO BE.



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GOALS EXAMPLE:


I WANT TO PHOTOGRAPH 75 CHILDREN BY MAY 7TH WITH A \$1200 AVERAGE.



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CREATE A BUDGET

ESTABLISHED STUDIOS SPEND BETWEEN 5 AND 10% OF THEIR REVENUE ON MARKETING. THE PROPORTION IS OFTEN HIGHER FOR NEW STUDIOS AS YOUR REVENUE IS SO LOW.



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CREATE A BUDGET

IT DOESN'T MATTER THE SIZE OF YOUR BUDGET. BUT BY CREATING ONE IT WILL ALLOW YOU TO DETERMINE YOUR ACTION ITEMS AND MEDIA CHOICES GOING FORWARD.



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STEP 2

BRANDING IS EVERYTHING

MAKE SURE ALL YOUR MATERIALS ARE PROFESSIONALLY BRANDED



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BRANDING

- YOUR BRAND NEEDS TO BUILD AN EMOTIONAL APPEAL.



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APPLE AD – “MISUNDERSTOOD”



<https://www.youtube.com/watch?v=Og637tBf91s>

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BESIDES EMOTIONAL APPEAL

- IT MUST COMMUNICATE YOUR VALUES.
- IT MUST BE PERSONAL AND AUTHENTIC.
- THIS TAKES CAREFUL PLANNING AND TIME.

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PEOPLE DON'T DO BUSINESS WITH PEOPLE THEY DON'T TRUST

BRANDING BUILDS TRUST

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OTHER WAYS TO BUILD TRUST

- USE TESTIMONIALS
- HAVE COMMUNITY DISPLAYS
- NETWORK WITH OTHER BUSINESSES
- NEWSLETTERS
- BLOG (INTERVIEW LIKE BUSINESSES FOR EXPOSURE AND VARIETY)
- INCREDIBLE WEBSITE

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SEE THE BRAND?



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STEP 3


DEFINE YOUR UNIQUE VALUE PROPOSITION

CLEARLY ARTICULATE WHAT SETS YOUR BUSINESS APART FROM COMPETITORS. IDENTIFY THE UNIQUE VALUE YOU OFFER TO CUSTOMERS.

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DEFINING YOUR UVP


- IDENTIFY YOUR COMPETITIONS STRENGTH
- WHAT IS YOUR COMPETITIONS WEAKNESS?
- WHAT ARE YOUR STRENGTHS?
- WHAT ARE YOUR WEAKNESSES?
- PROMOTE YOUR UVP IN EVERYTHING YOU DO.



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STEP 4

HAVE AN INCREDIBLE WEBSITE!



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INCREDIBLE WEBSITES

- CLEARLY COMMUNICATE WHAT YOU DO
- SUPPORTS YOUR BRAND
- MINIMIZES FEARS OR CONCERNS
- INSPIRES
- EDUCATES



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INCREDIBLE WEBSITE EXAMPLES

- ELLEN ZANGLA
[HTTPS://ELLENZANGLAPHOTOGRAPHY.COM](https://ellenzanglaphotography.com)
- TANGERINE FINE ART PHOTOGRAPHY (LISA ASP)
[HTTPS://TANGERINEHOUSEOFDESIGN.COM](https://tangerinehouseofdesign.com)
- NICOLE BEGLEY -
[HTTPS://WWW.NICOLEBEGLEYPHOTOGRAPHY.COM](https://www.nicolebegleyphotography.com)



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STEP 5

WHIDTPMST?

WHAT HAVE I DONE TO PROMOTE MY STUDIO TODAY?



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COST EFFECTIVE PROMOTIONS


- THANK YOU NOTES
- VIP INVITES WITH GIFTCARDS
- NEWSLETTERS
- EMAIL BLAST
- BLOG (INTERVIEW A LOCAL VENDOR)
- NETWORK WITH LIKE BUSINESSES
- SOCIAL MEDIA



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SUMMARY

- NO MAGIC BULLETS IN MARKETING
- HAVE A GREAT BRAND
- HAVE CLEAR GOALS
- PROMOTE YOUR UNIQUENESS
- NETWORK WITH LIKE BUSINESSES
- HAVE AN INCREDIBLE WEBSITE



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QUESTIONS?

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