

Table of Contents

Introduction	6	Content	31
Motivations	6	2. Curb Appeal	32
About the Power Corners	7	3. The World Wide Web	32
Power Corner: John Hartman	8	4. Advertising	34
1. The Wonderful World of Power Marketing	11	5. Pricing	34
What is Power Marketing	12	6. Press Releases	35
The Power Marketing Self Test	13	7. Time	36
Power Corner: Michael Redford	15	8. Referral Network	36
2. Developing Your Marketing Strategy	17	Other Professionals	36
Taking It All in Stride	17	Past and Present Clients	37
Know Yourself and Your Priorities	17	9. Database/Direct-Mail Marketing	39
Know Your Clients and Their Priorities	18	10. Phone	39
Recharge Your Personal Batteries	18	Understand the Costs	39
Be Objective in Analyzing Your Business	19	Your Voice Mail	39
Making Progress	19	Answering the Phone	40
Understanding Your Customers	19	Final Thoughts	40
Measuring the Competition	20	Power Corner: Charles Lewis	41
Identifying Your Hook	21	5. Creating Value—Real or Perceived	46
Establish a Personal Connection	23	Defining Value	46
Stand Out From the Crowd	23	Loss Leaders	46
Establish Program Goals and Objectives	24	Luxury Appeal	46
Power Corner: Don MacGregor	25	Higher Valuation	49
3. Positioning for Profit	28	Enhancing Perceived Value	49
What is Positioning	28	Power Corner: Rick and Deborah Ferro	52
Finding Your Niche	29	6. Image is Everything	54
4. The Ten Categories of Power Marketing	31	An Easy Choice	54
1. Literature	31	Prepare to Be Judged	55
Quality	31	Don't Overlook Simple Solutions	55
		Don't Become Paralyzed By a Fear of Mistakes	56

“How can you immediately begin to create value (perceived or real) in your products that motivates people to want to do business with you?”

“Do you just hand your clients a piece of paper with your wedding or portrait prices on it?”

The Five Biggest Mistakes Photographers Make	56	An Emotional Process	73
1. Failure to Have a Well-Thought-Out Marketing Plan	56	Start with the Right Atmosphere	74
2. Failure to Have a Clearly Defined Hook or Message	56	Why Should Customers Choose You?	75
3. Failure to Have Professional-Looking Marketing Pieces	57	The Power Selling Self Test	74
4. Failure to Project Your Sales and Goals into the Future	57	The Secret is You	77
5. Failure to Price Your Packages to Allow for Costs, Overhead, and the Four-Letter Word: Profit	57	Shared Traits	77
Target Your Efforts	58	Free Association Exercise	79
The Five-Second Image Challenge	58	Another Big Secret Revealed	80
Step 1: The Image Inventory	59	Power Corner: Bambi Cantrell	81
Step 2: The Physical Inventory	59	9. The Sales Process	85
Step 3: The Marketing Inventory	62	Mmm . . . Cheese	85
Power Corner: Jeff and Kathleen Hawkins	63	The Five-Step Process	85
7. Special Report! Mitche’s Twelve-Step Marketing Program	65	Step 1: The Pre-Sell	85
1. Make a List of Goals	65	Step 2: The Initial Contact	85
2. Set Aside Brainstorming Time	65	On the Phone	85
3. Take the Five-Second Image Challenge	66	Questions About Pricing	86
4. Distribute Promotional Pieces	66	Additional Tips	87
5. Track Your Results	67	The Ping-Pong Exercise	88
6. Emphasize Add-On Sales	67	Step 3: The Session	89
7. Do Some Networking	67	First Impressions	89
8. Contact Your Existing Clients	67	Be the Best Version of Yourself	89
9. Meet Local Vendors	68	Greeting Your Client	89
10. Laugh	68	The Walk-Around	89
11. Promote Your Web Site	68	The Planning Session	89
12. Send Out a Press Release	69	The Session	90
Power Corner: Skip Cohen	70	The Wrap-Up	91
8. The Next Step: Selling	72	Scheduling the Viewing Session	91
Marketing? Selling? What’s the Difference?	72	Step 4: The Sales and Ordering Session	91
Selling Makes the World Go ‘Round	72	Designing the Sales Area	91
Buying is Based on Benefits	73	When the Customer Arrives	91
		The Importance of Digital Projection	92
		The Slide Show	93
		The Selection Process	94
		Introduce Additional Products	94
		Final Selections	95
		Suggestive Selling	95
		Finally, Select the Wall Portrait	95
		Step 5: The Follow-Up	96
		Power Corner: Tim and Beverly Walden	97

