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

1. Failure to Have a Well-Thought-Out Marketing Plan
2. Failure to Have a Clearly Defined Hook or Message
3. Failure to Have Professional-Looking Marketing Pieces
4. Failure to Project Your Sales and Goals into the Future
5. Failure to Price Your Packages to Allow for Costs, Overhead, and the Four-Letter Word: Profit

Target Your Efforts

The Five-Second Image Challenge

Step 1: The Image Inventory
Step 2: The Physical Inventory
Step 3: The Marketing Inventory

Power Corner: Jeff and Kathleen Hawkins

7. Special Report! Mitche’s Twelve-Step Marketing Program

1. Make a List of Goals
2. Set Aside Brainstorming Time
3. Take the Five-Second Image Challenge
4. Distribute Promotional Pieces
5. Track Your Results
6. Emphasize Add-On Sales
7. Do Some Networking
8. Contact Your Existing Clients
9. Meet Local Vendors
10. Laugh
11. Promote Your Web Site
12. Send Out a Press Release

Power Corner: Skip Cohen

8. The Next Step: Selling

Marketing? Selling? What’s the Difference?
Selling Makes the World Go ‘Round
Buying is Based on Benefits

An Emotional Process
Start with the Right Atmosphere
Why Should Customers Choose You?
The Power Selling Self Test
The Secret is You
Shared Traits
Free Association Exercise
Another Big Secret Revealed

Power Corner: Bambi Cantrell

9. The Sales Process

Mmm . . . Cheese
The Five-Step Process
Step 1: The Pre-Sell
Step 2: The Initial Contact
On the Phone
Questions About Pricing
Additional Tips
The Ping-Pong Exercise
Step 3: The Session
First Impressions
Be the Best Version of Yourself
Greeting Your Client
The Walk-Around
The Planning Session
The Session
The Wrap-Up
Scheduling the Viewing Session
Step 4: The Sales and Ordering Session
Designing the Sales Area
When the Customer Arrives
The Importance of Digital Projection
The Slide Show
The Selection Process
Introduce Additional Products
Final Selections
Suggestive Selling
Finally, Select the Wall Portrait
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