



Increase Photo Sales and WIN more of the type of clients you Really..want to work with...



“Please print this out before you read it, because you’re going to want to take notes in the margins. If you use one idea from this mini-workshop, you’ll be ahead of the game – execute on several at once and you’ll be golden.”

Rodney Washington
The Photo Marketing Mentor

MINI-WORKSHOP

“SUCCESS TRAITS OF A WORKING PHOTOGRAPHER: WHAT YOU MUST KNOW NOW IN ORDER TO SUCCEED IN THE NEW ECONOMY”

This mini-workshop is free and my gift to you
So relax, sit back and enjoy the ride.
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Success Traits Of A Working Photographer: What You MUST Know Now In Order To Succeed In The New Economy" w/ Selina Maitreya & Rodney Washington

I want to thank all of you who joined Selina and me on the call last night. Selina really peeled back the curtain and shared with callers in her experience what professional photographers are currently facing in the marketplace, how some are overcoming their challenges and are thriving. Selina shared success stories from some of her top clients, one of whom recently landed a *****5-figure*** assignment!**

How To Get The Most From This Mini Course:

First grab yourself a glass of wine, cup of coffee or your favorite beverage. **Second** I suggest you print this workbook before listening to the accompanying MP3, as you'll want to work through your answers as you listen. **The link to the replay is listed below. Third** advance your learning experience from this mini-workshop by adding Selina's program **The View From Here MP3 audio course** to your library. Details are provided at the end of the report.

Fourth, should you need any additional assistance implementing any of these strategies I'd like to extend an invitation to contact either Selina or myself for additional support. Our contact info is listed at the end of this workshop.

SUCCESS TRAITS OF A WORKING PHOTOGRAPHER: WORKSHEET

1. Define Your Vision - What Does Success Look Like To You

- What is your vision for your business?

- What is your vision for your personal life?

What are your goals for both? List your top 3 goals for each area:

- List your top 3 goals for your business

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- List your top 3 goals for your personal life

2. A Great Business Is Defined By Offering Great Service

Briefly describe how you currently service your clients

Define your ideal sales program: How will you connect and service clients? **(For example will you conduct sales calls & follow-up, direct mail, email, etc)**

Write out your "get the appointment" script

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What's your follow-up system? (for example, will you call on Mondays, leave messages, follow-up every afternoon until you reach someone and make the appointment?)

Describe what you do to make your clients and prospects feel special, what's your relationship building process?

Describe your service skills (i.e. are you focused in meetings, are you listening to your prospects, do you follow up, is your studio neat and in order, are you and your team answering the phone professionally etc?)

3. Pricing

Do you know what it takes to run your business, to open the doors?
What are your numbers, what does it cost you to run your business?

Describe your system for querying prospects and price negotiation

Are you giving yourself wiggle room in your pricing? **Circle your answer**

Yes No

How will handle prospects that can't support your pricing? How will you graciously decline their offer if it doesn't fit your needs? Describe here:

4. Taking Educated Risks

Describe what risks you're willing to take to put yourself out there and secure more work. For example: Will you invest in a professional portfolio review, get your website updated, start a blog, develop a social media plan? Hire a marketing assistant or consultant? Conduct cold-calls? Describe what you're prepared to do below:

What's stopping you currently? For example is it money, time, fear, lack of support. Be honest with yourself. **Remember this process is for you.**

Describe your process for overcoming your blocks:

Where in your business are you currently successful? For

example: is your book strong, are you booking the jobs you want, are your current clients really happy with you? Do you have support?

Describe below:

5. Who do surround yourself with?

Describe the people currently in your life (personally and professionally) do they represent the vision you described above?

List who you need to attract into your life that will support you:

6. Positive Results Starts with A Great Outlook

What's going on for you currently? How's your general attitude been lately? For example: have you been more irritable than usual, are you giving yourself time to work-out, eat healthy etc. Describe it here.

What's your biggest struggle right now?

Who do you need to connect with to help you through this? List the possibilities below:

If everything were working ideally for you (personally and professionally) what would your life look like? Describe it here:

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Do you give yourself permission for play and inspiration? If not, what are you willing commit to doing in the next week to give yourself more time to relax and be inspired (to honor the Artist Within).

How will 'feed' yourself creatively? List at least 3 options below

Success Traits Of A Working Photographer Checklist: Putting It All Together

Here's a step-by-step checklist to help you get focused in record time:

- Set aside some time to listen the MP3 and review the worksheets
 - Print out the workbook
 - Download the MP3
 - Set aside some time about hour to get yourself focused
 - Grab yourself a cup of coffee or your favorite beverage
- Define Your Ideal Vision
 - Do the worksheet for your business vision
 - Do the worksheet for your personal vision
 - From this new vision set your top 3 goals
 - Do the worksheets, one for your business, one for your personal life
- Offer Great Service
 - Do the worksheets on service delivery
 - Write your "get appointments" worksheet
 - Define your follow-up system
 - Do the service skills worksheets
 - Complete your pricing worksheets
- Taking calculated risks
 - Describe what risks you're willing to take to put yourself out there
 - Do the worksheets on what's stopping you currently
 - Describe your process to overcome blocks
 - List where you're currently successful
- Surround yourself with a support team
 - Describe the people currently in your life
 - List who you need to attract into your life that will support you
- Time to get positive
 - Describe your current attitude
 - Do the worksheet on your biggest struggle
 - Give yourself permission for play and inspiration

WHERE TO GO FROM HERE

On the call Selina discussed her new home study training program called The View From Here. TVFH is a multiple chapter MP3 program that you can download immediately and play on your iPod, other MP3 device or computer. TVFH breaks down and goes into even greater detail about many of the topics outlined in this mini workshop.



As a partner Selina has generously offered my readers a 50% discount. You can pick up this powerful program for only **\$99** instead of the normal price of \$199. Enter my partner code **FOSPMM** at check out to receive the discount.

To learn more about The View From Here and pick a copy for yourself visit my blog:

<http://photo-marketing-mentor.com/blog/the-view-from-here>

And one more thing – if this has been an eye opening experience for you, please share this mini-workshop with others. You can either email this PDF to them, or better still, (I'd prefer) that you send them to:

<http://www.photo-marketing-mentor.com/blog/library>

Thanks for reading, and I hope to hear of your success via email real soon!

Rodney Washington, The Photo Marketing Mentor