

MY TOP 7 SECRETS
to getting booked



JADE NORWOOD
photography + business mentor



A note from Jade

I'm super excited that you're here with me to become a master at getting booked! It feels so good to say, "Bam! Just booked another shoot" and you deserve to shout it. Better yet, if you're selling high-end packages, you only have to book a handful of sessions to be serving your clients beautifully as they deserve, and still be bringing in a great amount of money each month. Finally with these bookings, you're building your business and making money, yet still getting the time you want to spend with the people you love, travelling, and loving life while making an incredibly positive impact with your clients, and in the world you live. That's why I have created this E-book.

I would like to say, modestly, that this is absolutely one of, if not THE best, free guide for photographers that I have ever created. I have booked sessions using every single one of these methods! Every. Single. One... Period. These strategies are the reason my calendar is now booked solid.

I believe in you... Go out and get what you want!

Jade xx

Inspiration

“The time will
pass anyway,
YOU CAN EITHER
spend it creating
THE LIFE YOU WANT,
or spend it living the life
you don't want.
THE CHOICE IS
YOURS.”

~ Unknown

TIME FOR CHANGE...

Now if you're the type of person that goes into overwhelmed mode and puts this information in the too hard basket for now, even though you recognise some great material that you can act on, just know you're really missing a great opportunity. Please, don't put this guide on your proverbial harddrive shelf to gather dust and never been seen again. You don't need to use all of the tips, or even most of them, so don't get your self stressed out over not being able to do it! What you really need to do most is step 1 - nail your ideal client. From there, just pick what suits you best and work it! You might find a few approaches in this guide that really do the trick for your business, and down the track you'll still have tons of other options to continue to switch up your strategies if you so choose.

Imagine how easy the booking process and strategies will become when you have a multitude of ways to book sessions each month, every month. The even better news is that some of the following tactics have a level of automation that you can implement, so that you're attracting ideal clients even in your sleep and continuing to make it easier and easier for yourself as you go on.

In truth, I have so much to share that one short e-book just isn't going to cover it - but this is a great starting place to kick start your thinking and find some strategies that are going to get your Facebook inbox going mad, your phone ringing off the hook, or if it was like me, more emails than you thought was imaginable.

I'm not saying it is going to be easy; you need to put in a lot of hard work in the beginning and be determined in your approach. You may get a 'No Thanks' response from time to time, but that's ok - you just get up and get going again and again and again!

1. IDENTIFY YOUR IDEAL CLIENT

A common theme I see with most photographers who are starting out, or even those who have been in the industry for long time and are struggling with getting booked, is that they don't know who their ideal client is. Even if they think they do know, they aren't marketing to them. When I look at their work and hear about their ideal client, there is a total mismatch between what they are putting out online and marketing with compared to what they really want.

So lets get it clear, it's never to late to define and attract your ideal client.

Tell me, who is your ideal client? Now, this isn't a test, there is no right or wrong answer. If all businesses wanted the same clients we would live in a world full of duplicate products and limited choice. Don't try and define who a photographers ideal client should be, just be clear and concise about who YOUR ideal client is! To help you in your definition, ask yourself the following;

- What work do you enjoy the most?
- What past clients have you loved working with? Why?
- What age was the client?
- What did the client do for a job?
- What social media platform do they frequent on?
- Do they have children?
- What is this ideal clients pain point* or challenges?

Perhaps you don't know that much about your clients, so this is a great chance to survey your market, get in the know, and really refine the picture of what categorises the person you'd like to work with most.

ACTION STEP:

Identify who your ideal client is, give this person a name – and every time you post something online or do a marketing push make sure it is with this person in mind – what would capture their attention most?

*Pain point: A problem, real or perceived, which presents us with an opportunity in business by creating solutions for these 'pain points'.

2. PRACTICE MAKES PERFECT

How well do you know your craft? Do you know how to shoot on manual? Are your images sharp and exposed correctly? Do you have great quality lenses? Do you know how to look for light? Do you know what to do in all weather conditions that could be thrown at you? Do you have back up equipment? Are you quick at editing?

TRUTH BOMB – maybe your work isn't as great as you think it is?!

That's not meant to be offensive; it's meant to fire you up to be better! All the time! Every time! It doesn't matter where we are in our photography careers, 6 months in or 6 years in. The truth is we could all do better and learn new skills. The technology evolves, the creative ideas evolve, so should we. So continue to practice; I practice every week and this does not include situations where a client is paying me.

If you really want success and really want to move forward I won't hear any excuses – I know sometimes you have no one to practice with, you can't find time because you are super busy (you know...life and all that), I know sometimes the weather is crap outside. But imagine if you have a shoot booked and couldn't in any way reschedule, the weather is horrendous, and there are literally no other options. How would you cope? How can you tell your paying client that you can't shoot them at all because you've never practiced in these conditions?

There have been many times I practiced shooting with a Coke Zero can because I didn't have a subject to work with! It doesn't matter where you are, you can find something; a doll, your dog, an orange, a Coke can. Take this and practice shooting at different apertures, in different lighting, experimenting with your lenses and backdrops. You want to practice until your camera is an extension of you and you don't have to think about what settings you need or where the buttons are!

ACTION STEP:

Take photos every day and practice in different situations. Action this on your daily list of tasks and tick it off everyday!

3. POSITIVE MINDSET

Think about the people you love being around, I bet they are positive, glass half full type people who you can effortlessly be yourself around and enjoy life with, right? People who are positive attract more of the same.

The mind is a very powerful tool, just like the wise Henry Ford quoted “Whether you think you can, or you think you can't. You're right.”

What you think, you create. If you believe you only attract potential clients who tell you 'no', you will only get potential clients who give you a 'no'. If you believe it is too hard and you're trying absolutely everything and nothing is working, well guess what - nothing will work. Let the lesson to be learnt... change these thoughts to change your situation; 'I can book plenty of clients, everything I am doing is working and soon clients will come flooding in.'

Think about some poor customer service experiences you've had. I bet they were spent dealing with rude, unhappy, nasty, not helpful and negative staff! Let's make sure our clients never deal with that from us by always being positive.

Don't give up too soon, keep trying and look at how far you have come, rather than how far you think you've got to go.

Set your eye on the prize and know it is coming.

ACTION STEP:

Be positive and believe you can succeed. Each day when you have negative thoughts, write them down, and next to them write down a positive belief to remind yourself you are much more than the negative! Affirm to yourself daily – you can, will and are doing this, and doing it well. Don't feel silly making affirmations in a mirror either! You need to be your biggest supporter in this business – stand tall, be proud, tell yourself out loud; 'I've got this'.

4. TELL EVERYONE WHAT YOU DO

It can be tempting to fall into the trap of thinking that no one wants to book a photographer because they see it as an indulgence they can't afford. Prices are going up for food and essentials, spare time is an even bigger luxury and people aren't going to want to spend their money on a photographer!

WRONG! I am here to tell you that people spend money on what they deem to be valuable. Over the years that I have been photographing I am always surprised with who purchases what based on what they place the most importance on. I think the best thing to do is not to judge a book by its cover and dig deeper with your clients to find those that understand the significance of photography!

Starting with targeting those that you know to be clients is often most overlooked by people just starting out.

TRUTH BOMB!

There is not a lack of clients in the photography world; there are more than enough pieces of the pie for everyone.

The problem I witness over and over again is that many photographers start out shooting a few things, put up their pictures on a 'business' Facebook page and maybe launch a blog, then expect the clients to come rolling in.

When hitting refresh still doesn't bring in any new emails from potentials, the photographer takes it personally thinking that no one wants to work with them, and inevitably those thoughts of giving up start to creep in ... but the truth is you haven't done it 'wrong' and you aren't failing, you just have to 'start with those you know'.

4. TELL EVERYONE WHAT YOU DO

The most common ways I have witnessed photographers get clients already in their circles.

1. Talking about your Photography on your personal Facebook page in a conversational way.

Talking to your friends in this way is great practice for talking to the wider world in your genuine voice, and it's easy to forget just how many people are watching every time you post on Facebook – even if they don't always comment or like. You'll be surprised who may reach out when you tell them excitedly what you have to offer.

2. Privately emailing friends and family to spread the word for you.

When you write about what you do on a public forum so that others can learn and get excited by your offering, your family and friends will often be more than happy to help spread the word, and probably want to model for free. (Bonus – this is a great way to build your portfolio and practice, practice, practice in different lighting scenarios - Step 2). Starting to build your portfolio in this way (with those you know) will allow you to practice getting your feet wet – and you're likely to be more comfortable around these 'clients' too. Additionally, people are more likely to buy from those they 'know, like and trust' so personal referrals are a great way to present yourself and to pick up potential clients.

ACTION STEP:

- Today, make a list with the numbers 1-50 down the side.
- Write down 50 people you know next to each of those numbers.
- Make a goal to contact those 50 people by text, Facebook, email, phone call, or pop in and say g'day, and tell them what you do (damn good photography of course!) and how passionate about it you are.
- Follow them up after they've had some time to think – some opportunities can go to the back of our minds in this busy world so a reminder might be needed!

5. OFFER FREE SESSIONS ON FACEBOOK

To start to build a following and get more awareness around the business you are building, you can offer a free session on Facebook – and the response can be huge. Who doesn't love something for free!?! Don't forget, any shoot is an opportunity to hone your craft, experiment with new locations, and a chance to make lifelong clients – and friends.

In the world of Facebook, the more interaction your page has, the more your business will be put in the face of others and their timelines (based on their interests, locations and mutual 'friends'). Encourage people to 'like' and 'share' your page to get your face out there more!

You can post details of your competition on your personal and business Facebook pages, in local 'Buy, Swap and Sell' pages, and any other groups you are part of – just don't be spammy or you'll get ignored.

You need be to clear in your wording –does the winner only get a free session? For how long? Or do they get a session and the images for free? Are there location or date specifics? Don't leave room for miscommunication or misunderstanding, or you risk a bad reputation from the beginning.

When it comes time to shoot, lead the client through the process to make sure you have stand out images from the session that they are going to want to splash everywhere! Treat this free session as if it was a session for a high paying client; go above and beyond for a great client experience and a great turn around time of the final product.

Remember - you will have to get the client to agree to these images being used on social media and in other forms of marketing and branding.

ACTION STEP:

- Create an appealing and share worthy image that will capture the audience attention and post it on Facebook with all the competition details.

5. OFFER FREE SESSIONS ON FACEBOOK

- Ask for people to share and comment on the image to be in the running for the free session.
- Follow Facebook guidelines for running competitions at all times.
- Be CLEAR about what is on offer and do everything you can to impress the winner!

6. DEVELOP AND IMPLEMENT A MARKETING CALENDAR

Opening ourselves up to being 'seen' is one of the most vulnerable things we can do when starting out as photographers because lets face it, it opens us up to criticism (unfortunately not all constructive), particularly because art is subjective.

It can be super scary to put ourselves out there and promote ourselves, yet essentially this is the most effective way for others to see what we offer. We can't expect the world to market for us, or clients to just fall in our laps. Quite simply, if people don't know you exist, they can't buy from you and set up a session. Period.

Being seen was initially one of my biggest fears when I started in photography; I was worried that people wouldn't like my photos and I put too much emphasis on what other people would think, instead of how I valued myself. This is your gentle reminder to be strong in your conviction that you ARE worthy, that you ARE talented, and you shouldn't be afraid to put yourself out there.

When you do present yourself, how professional do your marketing pieces look? For a lot of us, our Facebook pages or website, marketing pieces, branding and logos are our first point of contact with a client – it's what they will see before they get a chance to hear our voices tell them how great we are. When visiting a website, if a user isn't 'grabbed' by your page in the first 10-20 seconds, you can expect them to hit BACK instead of clicking through to your full portfolio. What does your first impression say about you and what you offer?

6. DEVELOP AND IMPLEMENT A MARKETING CALENDAR

To supercharge your marketing nothing works more powerfully than showing your range of skills through a portfolio, but also including a front on photo of you – eyes to the camera, smiling, open and real. This builds the 'know, like and trust' relationship quickly because the potential client can put a face to the name and personalise your message. Tell them about yourself, what can you share that is different about you, what makes you a better choice than the other photographer down the street. Why should they book with you?

ACTION STEP:

- Create promotional graphics to market your services and share them on your social media channels. Bonus points if you also use a photo of YOU! Yes they want to know about the quality of your work, but they want to know who is behind the camera also!
- Create a weekly plan as to what and where you will market, follow the plan, and record the results to know what works and what doesn't.

7. NETWORK WITH OTHER PHOTOGRAPHERS

Look to join groups either online or in your own community of photographers that are around the same level of experience and/or skill as you.

You can share ideas about how you are marketing, and set up a joint Google calendar so that when you get an inquiry but are already booked, you can help out others that are still free for that date by recommending them and they can do the same for you.

You can share the ups and downs you are experiencing, knowing you are part of a group who understands and is probably going through the same things, so you can be supportive of each other.

You have the ability to bounce ideas off of each other for shoots, or run ideas past the group so they can help you think of something you might have missed – nothing like a fresh set of eyes over the document you've been staring at all day!

If you find the right group for you and participate regularly, you will find people who legitimately care about you and your business success. Offer them the same support and the universe will bring it back to you in spades. Those relationships might not be built right away but it will happen. Together you will grow and your photography game will be lifted beyond what you could have done if you were working solo. “A rising tide lifts many boats”.

ACTION STEP:

Make a plan this week to join a group, reach out to another photographer in your area at a similar level/stage of career or even start your own group!

Okay, okay, so I said that I was going to share with you my top 7 secrets to getting booked....but I couldn't help myself. Here are 2 more top secrets as a bonus that have worked time and time again for me. Usually these – and my many other tips and strategies – are only shared with my mentorship program clients, but today I am feeling super generous!

BONUS SECRET 1: STYLED/THEMED SHOOTS

Do you feel like you aren't attracting the clients and shoot types that you want? What images are you showing in your marketing and who do they appeal to most? Does that line up with the work you'd like to do most?

Styled or themed sessions are the best way to put out new content to attract clients interested in that look, practice under minimal pressure, build and diversify your portfolio, meet vendors in your field and get great images you are proud of. Plus, have a bit of creative fun!

To get started, come up with a concept and start designing a Pinterest board to visually show others your ideas. When you've built your vision, contact other vendors to see if they are willing to work with you on this idea in return for the use of your images for their marketing. If it's a 'no', don't be discouraged - after all if you have to pay for their services instead its a pretty cheap option for marketing and a bit of fun right? (And might leave you with some fresh flowers in your house... delightful!) Oh, and if you have the right business set up, it also becomes a tax deduction! (Speak to your accountant)

Not sure where to begin? Find inspiration from photographers you admire and put your own spin on the shoot. Start on a smaller scale by finding clients who are willing to let you choose the clothes they wear and the location to shoot in. Start small and build up.

ACTION STEP:

- Start your Pinterest board this week
- Set a date for this shoot to happen and work towards it! Don't let it just float around as another 'do someday' idea.
- Break the idea of the shoot down into separate goals and areas, design, flowers, locations, etc and once you've set your date for the shoot, organise and tick off a goal/area a week in the lead up.

THIS IS TRULY GOLD - GET AMONGST IT

BONUS SECRET 2: JOINT PARTNERSHIPS

Reach out to other businesses in your niche and see what you can do for them. Don't expect them to give over their hard work and trusted client base just because you ask for it. First, see what you can do to help them, or how you can work together towards the common goal – increased bookings.

A hard lesson to learn is that there are some people in industries who don't like to help others to succeed in their own business. Ignore those people and find others who are supportive and lift each other up.

Don't stop offering help and keep trying to build these relationships constantly. In the beginning it might just be that you don't ask for anything, you just let the business know that you want to help them with their photography needs for free. Impress them with your professionalism and work, and they'll call you back for a paid gig. Plus, guess who they are going to endorse next time they hear someone wants a photographer?

Think outside the square for people to approach. Want to shoot newborns? Think about where mum and dad's-to-be are going to be shopping (baby stores, boutique kids clothing, kids markets), visiting (obstetrician offices, pre-natal yoga classes), and market yourself in those areas by working with those businesses.

For weddings, think reception venues, florists, bridal stores – how can you help them, so they can in turn help you by getting your work and name out there?

Targeting families? There are plenty of ways to put your name in front of them. Think of how you spent your time as a family – markets/shows, weekend sport? Where is somewhere that a mum visits daily/weekly that you could have your work shown? How can you help the local school and spread the word of your services?

Just get out there – be helpful and the universe will reward you (just recognise the difference between being helpful, and being taken advantage of!).

BONUS SECRET 2: JOINT PARTNERSHIPS

ACTION STEP:

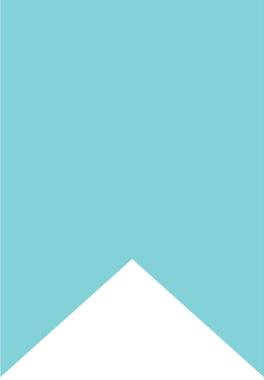
- Pick 5 businesses you wish to reach out to.
- Design a letter/script this week to reach out to those 5 businesses with a proposal.
- Send out that letter or even better - go and introduce yourself and hand over the letter in person, it makes you more relatable and memorable.

I BELIEVE IN YOU... NOW GO GET THEM!

There you have it! My top 7, NO actually 9 secrets to getting booked. One or two of them alone can help you get multiple new clients booked in, so go rock it out in your photography business. It's time to get booked!

If you're not part of the "Basics to getting booked as a Photographer" community on Facebook yet search for it and join.

P.S. Are you sick of feeling like you spend so much time editing in your photography business that you have absolutely no time for the important people in your lives, let alone invest the time into lifting bookings? Sick of spending so much time on DIY and getting nowhere fast? I do offer 1:1 mentorship programs, to find out more head to <http://jadenorwood.com/mentorship/>



JADE NORWOOD



Professional Photographer | Photography + Business Mentor
<http://jadenorwood.com/mentorship/>

Jade is a former Youth Educator, Mentor and Counsellor who built her photography business from the ground up to a successful 6 figure business. She currently is in her 6th year of wedding photography, and over her career has been commissioned by Justice Crew, Illuka, Oysters Australia, Australian Netball Diamonds, to name a few. Her work has been featured in numerous magazines and online sites such as Style Me Pretty, Polka Dot Bride, The Knot, Brides of Adelaide, Modern Wedding, She Shopped and other leading publications. She has been named Top 10 Adelaide Wedding Photographers by the Knot, Top 5 South Australian Photographer of the year by Australia Bridal Industry Awards and Western Australia photographer of the year. In addition she offers mentoring programs to other photographers wanting to grow their business.

Jade started her photography business from a 36ft Bedford bus in a remote rural community of 3000 people, she struggled to get \$200 for a session including 30 edited photos on a disc. Now she averages \$1800 per family session and \$5500 for weddings.

She had people tell her she would never make money from photography and asking when was she going to get a real job! Despite the nay sayers she was able to figure out how to make this work. Over the course of her professional career she mastered the editing workflow, how to price for profit and how to magnetize your ideal clients to keep your calendar booked solid.

In addition to her professional photography work Jade has also up skilled her mentoring/coaching qualifications and brought back her passion for helping others with her mentorship programs. In this capacity, she works with other photographers who want to have consistent \$5-\$10k months to create a successful fully booked business that allows them to control their professional and financial future.

*"never
give up
on something
you can't go a
day without
thinking about"*



JADE NORWOOD