

THE EXACT 4 THINGS
YOU MUST DO TO
GET CLIENTS TO SAY

"yes book me in"



JADE NORWOOD
photography + business mentor



A note from Jade

There was so much great feedback from my 'Top 7 Secrets to Getting Booked' e-book, that I couldn't help but share the next phase of the booking process in your business. You might be getting the enquiries coming in, but do you feel confident in converting them from an enquiry into a booking? Is this a part of your business that you struggle in?

Once upon a time, I didn't think I was worthy of the enquiries I was getting, so never had a real strategy in place to take it from 'are you available', to 'book me in!' These days, I'm having to turn away potential clients' because I simply can't split myself to be in 2,3,4 places at once – this is something I never thought possible!

How did I do it? With the right mindset for starters, and then a toolkit that included a high end pricing guide to meet my goals, emails with an injection of my personality, and systems and structures for meeting client needs at all times.

It's time for you to build your toolkit, and hear that response you've been waiting for – Book Me In!

I know you can do it,

Jade xx

Inspiration

**“The ONLY thing that
lies between
where you are TODAY
and where you
WOULD LIKE TO BE is
WHAT YOU THINK
INBETWEEN.”**

~ Mike Dooley

1. SUCCESS MINDSET – POSITIVE MINDSET OF A HIGH EARNER

There are self demeaning things I hear all the time... 'What if they think my prices are too high?' 'What if they don't think I'm good enough?' 'What about if the bride is indecisive and wants to speak to her husband-to-be first?' 'Ohhh no; all the good clients are gone!!' These thoughts are crazy. They are not the thoughts of a positive businessperson with the mindset of a high earner.

Take a moment and ask yourself these questions; what in your business would you like to look better now? What do you desire? Do you manifest that in your mind, or the opposite?

It's time to exchange old beliefs with new positive ones that reflect who you really want to be! So instead of thinking there aren't any good clients left, a new positive belief could be; there are more than enough clients out there for everyone!

Maybe your new belief needs to be 'I have seen other photographers sell packages for \$5k - \$8k everyday, if they can do it, I can do it!'

You should be telling yourself; every 5 enquiries I have, I always book 2 of them. Make THAT your new belief.

Your task is to develop and write your new positive beliefs down and read them everyday. To stay in the positive mindset this has to be a daily practice – you have to get into the feeling (or faking it) so that it can happen in reality. A lot of people say I'll feel better when 'xyz' happens, I'll feel like this when 'xyz'!! Absolutely not!! Nothing just falls in your lap one day and you don't just feel better because of it! You need to create the feeling in yourself FIRST so you can be a magnet to everything that you want later.

You need to work from a positive place; if you're working from a negative mindset you are projecting that and only attracting the same! You need to be positive and you will attract positivity. It gets easier, and you feel more empowered; feeling good is a CHOICE you can make. Before you respond to an email inquiry,

1. SUCCESS MINDSET – POSITIVE MINDSET OF A HIGH EARNER

or get on a call with a client, or meet a client for an in person meeting, spend three minutes getting into a positive vibe!! You'll be surprised at how much of the same vibe is reflected back at you.

Commit to putting your mind in the game for 90 days, yes, I'm asking you to be positive for 90 days! It takes 90 days to make quantum leaps so mark the date on your calendar and work towards it.

Humans are smart!! Consumers can pick up if you are coming from a place of negativity or undervalued worth. If you feel great about the package you are selling and the price point you've got it at, and you have the belief that you are getting two new clients this week/today, you can sell it. I know of a person who sells a one day intensive workshop on inner beauty for \$5k..... a one day course on inner beauty - \$5k!! Anything is possible!! I know photographers whose wedding packages start at \$10k and who won't get out of bed for less! They believe that's what they want, and that it is absolutely what they are worth.

If you believe it and you're in the positive mindset, you can sell it. I'm not saying it is easy in the beginning, and I'm not saying it isn't going to take some work to get your self into the mindset, but it is possible. And if this is your priority, you will see a huge shift if you keep this up for 90 days.

It was hard for me in the beginning, I didn't believe I could sell it, I didn't believe I was worth it, and I didn't think clients would want to pay what I was asking. I wasn't getting clients consistently and I would second guess myself all the time. Over time spent working on my positive mindset it has become super easy; I got positive and clients just started coming in and responding with the same; now I am super positive and just trust in the process!

One of my favourite quotes that my mentor introduced me to is by Mike Dooley, and he says; "The only thing that lies between where you are today and where you would like to be is what you think in between."

2. GREAT HIGH END PACKAGES | PRICING GUIDE

If you want to make money from high-end clients paying for high-end packages, then that's what you've got to sell. Take a look at your pricing guide – does it really reflect what you want to sell, the products that you like, the service that you want to give? No? Then it's time to change.

The thing that holds potential clients back from buying is fear – addressing these and the client's pain points in your pricing guide will ensure you skip that hesitant step in your booking process. You need a killer pricing guide that answers all of the questions that a client may have, that is professionally put together, and easy to read. Have a second set of eyes check over what you've written to make sure it makes sense to an outsider, there are no spelling mistakes, and perhaps they could give you ideas of more questions you could address in your guide.

Remember: Back in the Top 7 Secrets to getting booked - we discussed your target market... Once you have locked in your target market; interview these peeps so that you can fill your price guide with all the RIGHT answers!!

Include your most AMAZING photos; showing the photos that you are most proud of will attract clients that believe they are amazing too. If your ideal style doesn't match theirs, do you think they're the fit for you anyway? Probably not – so instead of adding photos to please the masses, find the photos that will wow your target market.

Include in your pricing a number of packages that you are comfortable with and proud of. Take the time to research the best products to include that you'd like to sell; art gallery wraps, quality albums, prints, cards – whatever you would like to offer, find the best supplier to work with. Creating packages takes some of the guess work and decision making out of the client's hands – and they will thank you for it at a time when they're dealing with decision fatigue! Set the price that you're confident with for your packages and don't undervalue your own time in these packages. Remember each product = more production time for you, so factor that into their worth, not just your shooting hours!

You can't sell a high-end package without having a high-end package to sell – so start putting set of packages together today!

3. RESPONSE THAT IS DIFFERENT + SHOWS YOUR PERSONALITY

People are time poor, and will rarely be able to ring you in your business hours to talk about your work. Just like me writing this, you're probably on your computer at some crazy hour, firing off emails – and you can bet that when your potential client has 'time' to enquire with you, they're probably also sitting down to watch their favourite tv show, and are more inclined to fire you off a quick email than make a call.

But if they're sending one to you, they're probably also sending one to whoever else has come up first on their Google search in their efforts to price compare. So how you respond to that initial enquiry could be the deciding factor between them dumping you off the list, or continuing on with the booking process – and this is before they even see your pricing guide!

What is different and memorable about your welcome email to a potential client? If someone sends you an enquiry on Facebook, do you just send them your email and price list and expect them to follow through with the next contact? Are you encouraging them to look through your guide, contact you again, and reeling them in with your personality?

What can you do that is different? How, in the paddock of black and white spotted cows, can you be the purple cow that gets noticed (a Seth Godin reference for those of you confused about this out of the blue animal reference!).

What if you sent a video to introduce yourself? In it, you could show what it is like to have a session with you, and include testimonials from clients themselves. Maybe you might ask some engaging questions that really get the potential clients mind ticking over and understanding your value, before even sending out your price guide.

Whatever you do – inject it with your own personality. This is part of what attracts a client to you and ensures that you are the right fit for working together. If they can't get your humour or don't appreciate your romantic movie references in a simple email, do you think you can spend their most important day with them and hide your true self? Would you want to?

4. SYSTEM + STRUCTURES

This tip starts to define the exact systems and structures to have in place to up your clients commitment level, avoid no shows, and get more yes's. If you don't have a system or a structure in place, how are you to know what is supposed to come next? How will you know what you have completed, what's still left to do, where you are at in the booking and what you can do to move it along?

First step first, get the information you want to be able to service the client from the beginning. Have the contact form on your website ask questions like the type of shoot they'd like, their ideal budget, their wedding date, their location, etc so you are in the know straight away. Throw in a few questions that might reveal to you whether they are the ideal client for you – this might be budget related, wedding theme related, why they've chosen you, or how they value photography.

Also, by having this form ask the questions you want to know from the start and enforcing a bit of effort on their behalf, you're avoiding the tyre kickers who are just sending out mass enquiries with no regard to a short list of what they really want from a photographer – and are instead just looking for the cheapest price. Not people who are going to buy your high end package, and not people you want to deal with.

By structuring your questions, you are already on your way to creating a great relationship and reputation, just through the application form. By the time they get on the phone to you, you already know a lot about what the client is after, what makes them tick and they already subconsciously look at you as the expert and the potential photographer for them. Don't forget to inject your personality, like step 3 explains!

Bonus – an application form/contact form shows that you don't just take on anyone – you are an expert at what you do and people need to apply to work with you. You are exclusive!

4. SYSTEM + STRUCTURES

Not everyone is going to be your ideal client, and by being able to identify this early on, you not only save them time, but point them in the direction of someone who can help them. There is always great karma in providing business to your photographer counterparts, and there is no harm in saying to a potential client 'I'm sorry, I don't think we are the right fit, however I can offer you the details of these photographers who might better suit your needs.' It is a waste of both of your time if you know you are the wrong fit. I know it might sound like a small thing, but anything you can do to position yourself as an expert and smooth out your whole contact and booking process, and have it all looking professional, will change the way people look at you and have them take you more seriously.

To manage your enquiries, responses and all the information being sent to you, employ a system such as ShootQ, 17Hats, or something similar. These will offer you the opportunity to automate your package booking, contract signing, invoice reminders etc – this was the biggest change I made to my business and is a huge step in improving work flow and saving time – not to mention looking super professional!

I discuss more about the systems and procedures I have in place in my one on one coaching sessions – there is simply too much to the client work flow to include it here!



THIS IS TRULY GOLD - AUTOMATE PEEPS

I KNOW YOU CAN DO THIS...

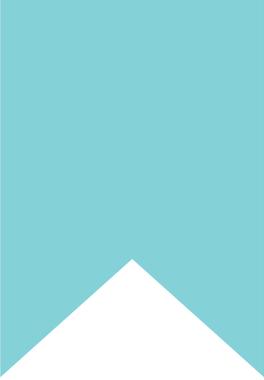
It's time to put this into action, don't be a fence sitter, don't come up with excuses. Make the change.

You have had in your hot little hands for couple of days now my top 7 secrets (well, 9 because I couldn't help myself) to getting visible for bookings, which hopefully you have put into place and are starting to get lots of enquiries.

Now I have just shared with you the 4 things you have to do get more Yes's in the booking process – you'll be on a roll before you know it!

Start these steps today; find something within these tips that you can implement today and start adding them on your to do list each day. Remember, a small step each day will always lead you to the greater goal – break it down where you have to.

If you would like to stream line this process and get results quicker with someone leading you; I offer 1:1 mentorship programs find out more head to <http://jadenorwood.com/mentorship/>



JADE NORWOOD



Professional Photographer | Photography + Business Mentor

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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"*



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