



The Photography Marketing Formula!

5 Simple Steps To Attracting A Boat-Load Of Good, Qualified People To Your Photography Business Fast!

It's no secret that now more than ever, we professional photographers must be great marketers as well as great photographers.

Here's a simple, proven formula to follow for max results:

TPH + G + TwP + CTA + F = Clients & \$\$\$

1. TESTED & PROVEN HEADLINE

- **The HEADLINE is the most important part of ANY marketing you do!**
 - It's what gets your prospect's attention, and pulls her into the rest of the marketing.
- **Used in websites, blog, facebook, emails, pay-per-click ads – everything!**
 - Never let ANY marketing be missing a headline! If you're missing a headline, you'll be missing a TON of good people who would have contacted you if you'd had a good headline to get their attention.
- **Talk in terms of how the reader should keep reading, and why it benefits THEM.**
 - Always talk in terms of BENEFITS to the prospective person you want to work with. Everything you say must be put in a way that she can clearly see how it will benefit her.
- **Your LOGO does NOT count as a headline!**
 - So many photographers make this mistake! Don't put your logo at the top – put it at the bottom, so your headline stands out at the top.
- **Test headlines to find the one that works best. This is very easy and fast with pay-per-click ads.**
 - Testing is the fastest way to find out which headlines work the best for you. Where ever possible, use "A/B Split Testing" – where you have two ads, or two webpages, or two emails, etc. – each with a different headline. The rest is identical – just the headlines are different. Then keep good records & see which headline works the best.

2. GRABBER

- The “GRABBER” is an emotional statement that hooks the reader in to what you do, and makes them want to work with you.
- It must GRAB the reader’s attention on an emotional level.
- EXAMPLE: “How To Avoid The Huge Mistake That Most Brides Make When Selecting A Wedding Photographer.”
- Good “Grabbers” get them to WANT to take the next step toward working with you.
 - We know that a big decision is made up of a series of smaller decisions. Grabbers make it emotionally easy to take that next small step, which, in turn, makes them more likely to work with you NOW.
- Remember – use these EVERYWHERE in your marketing!
 - People invest in photography for EMOTIONAL reasons – not logical reasons – so be sure you use emotional grabbers where ever possible. They’re VERY effective!

3. TESTIMONIALS WITH PHOTOGRAPHS

- Testimonials have more persuasive power than anything YOU could ever say about yourself.
 - Just be sure you use the client’s first & last name, city & state, so the reader knows they are real people. (Always ask your client for permission to use their full name, city & state – most people are honored to be asked.)
- NEVER use a photograph without a testimonial, and never use a testimonial without a photograph!
 - This is such a powerful, little known secret for photography marketing success.
- They are SO easy to get – just ASK FOR THEM!
 - People will be happy to say nice things about you and your photography! Be sure to ask them if it’s okay to use their full name, city & state. (Most people are perfectly fine with that.)
- Use them in all your marketing – emails, website, facebook, blog, direct mail – EVERYTHING!

4. CALL TO ACTION

- HUGE MISTAKE – Not asking the reader to take the next step!
 - People need to be clearly told what to do next. If you don’t do this, they will probably just move on to something else and forget about you.
- A CALL-TO-ACTION gently gets them to take the next BABY-STEP toward working with you.
 - Again, we know that a big decision is made up of a series of small decisions – your CALL-TO-ACTION asks them to take that next step, and gets them to do it NOW, instead of thinking about it, and MAYBE coming back later (if you’re VERY lucky).

- **The goal should be to get them to call you, or at the very least, leave their email so you can contact them.**
 - Give them multiple means of response – call you, email you, or leave their email so you can email them back.
- **Don't be afraid to use MULTIPLE calls-to-action.**
 - Some people will be a little more afraid to call you on the phone, but might be happy to send you an email.

5. FOLLOW-UP

- **Too many photographers stop after the first contact – HUGE ERROR!**
 - Once you have a prospect's contact info, such as their email address, never give up after your first email to them doesn't produce any results.
- **You MUST follow-up with people who DO take the next step (give you their email), but who don't respond back to you after you contact them the first time.**
 - Simply let them know that you wanted to make sure they received your previous email, etc.... and then let them know again what is unique about you, why they should take the next baby step & contact you, etc. This is called "sequencing."
- **This can be completely automated – for FREE!**
- **Do a 3-5 step sequence.**

There you have it – the PHOTOGRAPHY MARKETING FORMULA that we have used in our photography business to bring in over \$6,000,000 in photography sales (no joke, I have the proof), and through multiple recessions. YOU can use this as well to bring in more clients, and more money than you ever thought possible, whether you're full-time, or part-time as a photographer.



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Here's what to do next:

Check out our Photo Money-Making Secrets BLOG at
www.cjlewis.com/blog