

# MAKE MONEY FROM PHOTOGRAPHY

TURN YOUR HOBBY INTO A  
SEVEN FIGURE INCOME

# Are they seeing the value in your photography?



[www.makemoneyfromphotography.com.au](http://www.makemoneyfromphotography.com.au)

What do they see value? **How will they know whether they like the photos or not?**

It's a pretty hard question to answer when you consider that nothing exists until they are sitting with you in the sales room looking at their images.

it's so important to **reassure them**, hold their hand and tell them that everything is going to be fine – it's your job to reassure them that they are under no obligation to buy anything, a lot of photographers feel guilty about asking higher prices, those are the photographers who have had to go back to a day job but you don't have to do that. If you want to avoid being one of those guys you have to know how to price your photography for profit.

If you want to get a broad overview of the business of photography, **check this link out**, it's the roadmap to success.

I've learned **two very important things** about people – they are curious and they are cautious, the curiosity is about what they will get when they come to your studio, how it all works, whether they're going to like their photos and all that sort of thing, and the cautiousness is about, **what's the catch**, are there hidden costs, this **sounds too good to be true** but photography sales are about building the mystique in the build-up to the shoot – what might be, telling them stories about the experiences other people have had, setting the scene for a similar experience for them, **selling them the future value** and that future value is only a concept all the way up to when both you and the client are sitting in the sales room together, this is when it becomes real and they can see their own value in the images.

We've got a different approach to most sales techniques, when we're selling photography, we **tell them everything upfront**, especially the prices – get the sticker shock out of the way immediately and when you meet the inevitable objection of 'geez, that's expensive' you immediately follow it up with something like 'well do you think so? You're going to get the whole experience and a complimentary mounted portrait valued at, let's say \$600 (or whatever your package is valued at) and you don't have to buy anything if you don't want to' – **you've removed all the risk** for them.

I've got photos in my house in \$2 frames from K-Mart but it's not about what I do, it's about what your clients will do so if you show them photos in \$2 frames, that's what they will buy, but if you show them **expensive presentations** – that's what they will buy. People buy what they see and they see what you show them.

When you combine that with the first reveal of their photos, you're on your way to big money.

I'm **Mark Lait** and I can help you understand how to make money from your photography, the journey's different for everyone but with the proven strategies I've developed you will save years and thousands of dollars on your journey. Please subscribe to our **youtube channel** and give us the thumbs up to receive weekly tips on how to grow your business.