

MAKE MONEY FROM PHOTOGRAPHY

TURN YOUR HOBBY INTO A
SEVEN FIGURE INCOME

Too much information?



www.makemoneyfromphotography.com.au

I was in my office the other day and one of my staff was talking to a client on the phone, **she's very good at interacting with people** so as she was explaining the offer, I could sense that the person she was talking to was suffering from information overload so the caller said

'Don't worry, I'll send it all to you in an email as well', 'I don't expect you to remember all of that' – I'll also send you a style guide and a get ready guide to give you some ideas on how to prepare' and when I heard that I thought, this is worth talking about so here I am.

In some of my other experience sharing I talk about explaining things clearly and **breaking it down into small chunks** so that you can be easily understood.

This is so true when you're talking to a client face to face but I think what that caller did was clever.

We always want to talk to someone for a while on the phone to suss them out – **are they the right client for us** – are we the right business for them?

It's only after you've been talking to someone for a while that they start to relax and then it's a fine line between keeping them on the phone long enough to let you deliver your pitch and overwhelming them with information.

Phone conversations and face to face conversations are very different.

Essentially, the purpose of that phone call is to make a booking but that doesn't always happen straight away, sometimes you have to warm people up and this is what the caller was doing.

She'd explained the reason for her call straight up and the person being called was getting bombarded with new information from someone they didn't know.

They had a lot to process at once -

What that caller did with her initial pitch was **tell them they'd won something** which raised their curiosity enough to keep them on the line. Then she said, 'don't worry, I'll send all of this to you in an email as well' but **she didn't do that until** she was pretty sure she was talking to someone who was interested, and she did this by asking the right questions. Then she did something even more clever, she broke it down into **manageable chunks** for the client

- 'You've won a photoshoot'

- 'we're going to give you \$200 studio credit'

- 'You don't have to buy anything if you don't want to'

'you can take your favourite photo home with you on the day'

There's that risk free guarantee again

'you don't have to buy anything if you don't want to' – it works so well.

So when we look at this whole event, the caller did everything right because she has a system – a long time ago we workshopped what the system should contain, if they seem interested – then **move to the next step** which is offering to send them some preparation guides and an email reaffirming what it is that you're offering them.

Follow that up by **telling them what you've already told them**, chunk it down like I explained earlier and then complete the conversation by **telling them where your prices start** and that there's no need to worry about that now, they've got enough credit to take their favourite photo home with them on the day and **they don't have to buy anything if they don't want to.**

You've told them 3 times during this conversation that **they don't have to buy anything unless they want to** and they're also getting an email stating that. So this is what I mean when I say you can never give people too much information

Leave no room for uncertainty.