

# MAKE MONEY FROM PHOTOGRAPHY

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SEVEN FIGURE INCOME

# Do you take too many photos?



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

## Do you take too many photos

If you show your client too many photos, there's a very good chance that you'll have a small or a no sale.

Why – **have you ever seen the menu in a Chinese restaurant?**

When you show them their photos, you'll see your clients start to think 'how am I going to choose, there are so many' and that will introduce other unwanted thoughts like '**how much is this going to cost me**' or 'I didn't expect to be here this long'

There is an optimum number of photos to show your client and in my studio I work on **between 35 and 45**, any more than that and they'll start to lose interest, I've seen it time and again.

Sites [like this](#) may offer a different perspective and please understand that this is just my experience. I want to tell you a story about one of my trainee photographers.

She wanted to do a shoot with some of her friends one day, it was a practise shoot, a young couple with a small child, so I let her use the studio and gave her free reign to do what she thought she needed to.

**She took about 200 photos** and edited them down to about 80 or 90 to show the client - Many people think that having a digital camera means blasting away for as long as you can get away with it, and they see this as giving the client value but it's just the opposite. A couple of things happened that day, firstly **it took her about 2 hours** to do the shoot which is way too long for everyone involved. By this time the baby had had enough and wanted to go home, he didn't care what his parents were doing.

So after the shoot, they waited about an hour and a half for the edit to be done, I think **the baby went to sleep** or something - we usually edit live when we're at work but this is a great example of what can happen to a solo operator – so by now they were 3 and a half hours in and the clients are about to be forced to choose their favourites from all those photos.

Let me tell you this, **showing too many photos confuses the client**, they are unable to choose between similar ones and they become frustrated.

I've found that showing between 35 and 45 photos, **you'll have the best chance of a sale** and it's good advice because it's come from more than a decade of seeing what the best way to do it is.

I'm **Mark Lait** and I've spent years and years drilling down into making the whole experience efficient and pleasant for everyone involved, if you want to accelerate your photography business knowledge, [subscribe to my youtube channel](#), like this video, and give us the thumbs up.

The photoshoot, editing, viewing and sale that day **took 6 hours** all up.

**Everyone was exhausted** by the time it was finished and the result? three photos for \$500, that's all they bought, so when you take the cost of the session away from that, we theoretically lost \$1000 by doing that shoot and this is what you really need to get your head around if you want to be a money making photographer, it's not how much you charge, it's **how much did it cost**.