

MAKE MONEY FROM PHOTOGRAPHY

TURN YOUR HOBBY INTO A
SEVEN FIGURE INCOME

How asking for
help will
increase your
profit



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Are you afraid to ask for help?

Back in the day **when I was a songwriter**, I used to play all of the instruments myself when I was recording my original songs, **I thought I knew best** what needed to be done, then an opportunity arose for me to record in Los Angeles, so off I went. The producer had hired **session musicians** to play on the recordings.

Awesome experience but when we were finished recording everything, the mastering why he wanted to go somewhere else - **New eyes see new things** and this can be so much of a benefit.

When you apply this business, the association is that while you might think you know what needs to be done or that **you can do it better than anyone else** because it's your business and you've worked everything out - that can hold you back and the example I'll use is customer relations - in the beginning I made all the calls myself, I had to because there wasn't anyone else and **I thought I was doing a good job** until I had someone helping me one day - after hearing how they handled phone calls, I never made another one.

These days **I use a team of experts** and focus on what I should be doing - again, it's recognising strengths and weaknesses. Recognising this helped me increase my profit.

I was average at getting bookings but I'm excellent at project management and systems analysis - I'm crap at I.T but I'm great at understanding how to pose people so that they'll buy the photo I take of them, and I'm awful at remembering what I did 5 minutes ago but unbeatable at focussing on the job at hand until it's complete - And it was after **I let go of being a control freak** that things became a lot easier and a lot better in business - Letting go is a skill to be mastered because it seems counter intuitive when you think you've got all the answers - Wanting to be in control of everything also gets tiresome for those around you, do you really want to be paying staff to wait until you're ready to approve what they've done - I don't.

It doesn't show a lot of faith in the ability of your staff to perform their own roles if they're continually waiting for your approval.

If you're the kind of person who wants to do everything, **when are you going to have time to grow your business?** Don't fool yourself by thinking that by doing everything you're saving money - **it's a false economy** because other people are better at it than you.

The I.T expert will probably put a better fix in place that will save you time, the accountant will probably point out areas where you'll save money.

Perfectionism is a noose around your neck,

When you think that nobody can do things as well as you, when you don't want to ask for help you'll burnout very quickly, it's important to have a balance and you can get that balance by getting others to help you, and don't worry about the money - **worry about your sanity**.
Going back to where I used to record all the instruments on my original music, once I let others in to offer their view of how things should sound, I learnt things.

I learnt from people who had different skills than me and it opened my eyes to a whole new world of possibilities.

We all need the support and input of people who know things we don't, so don't try to be a hero and do it all - you'll get way further if you **take the blinkers off** and see what else is out there.