

MAKE MONEY FROM PHOTOGRAPHY

TURN YOUR HOBBY INTO A
SEVEN FIGURE INCOME

Outsourcing your photo editing.



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One of the great things about repetition is that **it always becomes easier** and another one is that as you repeat processes, you refine them until they best suit your business.

Years ago, there was a real push to **outsource all of your production work** so that you could concentrate on growing your business and editing photos is part of that production process.

I understand that it's helpful but who to? Who's going to benefit from it the most?

The editing company, that's who. If you want to get an overview of the business of photography, please check out the **'Roadmap to Success'**.

Firstly, we learned very quickly that the power is in the moment and that moment is immediately after the photoshoot is finished, your client is hyped and **super keen to see what their photos look like**.

There are exceptions to the rule of course, we advise people with little kids to come back and look at their photos without the kids if they are playing up but we always offer them the opportunity to see them straight away and sometimes you've gotta make the call, if the kids are playing up, **they will distract the parents** who will not be paying as much attention as they should be during the sales session so in that case, to give yourself the best chance of a sale, we advise them to **come back another time**. You've got to give yourself the best chance of a sale.

I'm **Mark Lait** and I created a million dollar portrait photography business from nothing, it took a lot of hard work and it's been a fantastic journey, learn more about how I did this – **join me on you tube** and while you're there click on the subscribe button, and give us the thumbs up.

So back to the point, and this episode was prompted by an email I got this morning promoting '3 day turnaround, professional editing services' and I'm sure they are brilliant at what they do but 3 days?

People move onto other things very quickly, **it's a busy world**, we all have busy lives and if you don't grab that **red hot opportunity** while it's right there in your hands, you not doing yourself any favours – **you're missing big sales opportunities**.

While you have their attention you can make a deal but when you don't – it doesn't matter how many emails you send them to remind them that they need to book in for their viewing session, **they will ignore the lot** – people mean well but **life gets in the way**, don't let that happen – you have to strike while the iron is hot and seize every opportunity you can to show them that 'something of value' that they don't even know about yet.

These editing houses can cost you up to **\$300 per month** and, as I say, I'm sure that they're brilliant at what they do but what happens if you get your images back and they've missed something, or you're not happy with their work, or they didn't follow your brief, what happens then?

You have to send it back, and there's every chance they will want more money and you will have to wait another 3 days – bummer that, like I said at the beginning, repetition is great and **our editing process is so simple** because of that, it takes seconds to do a basic edit on a photo while the shoot is taking place, it's a **two click process** and the photos are ready immediately.