

MAKE MONEY FROM **PHOTOGRAPHY**

TURN YOUR HOBBY INTO A
SEVEN FIGURE INCOME

Sales is not all about you



www.makemoneyfromphotography.com.au

Nobody's going to remember the name of the company that took their photos in 10 years time - actually, nobody's going to remember the name of the company that took their photos in 10 minutes time - We've tried all of this in our business and one of the things I'm going to talk about is branding
- People love to put their logos on their matboards when they're producing prints for their clients, but this adds to your workflow.

You have to have your branding on the bottom of a portrait mat board and on the bottom of a landscape matboard and this is one of the areas that I identify as different from the others.

If you shoot more portrait photos than landscape photos, you're going to run out of portrait matboards and you're going to have an excess of landscape matboards.

I tried an experiment one day, I thought I'm going to ask people who've had a photoshoot before where they got their photos done - I reckon it probably would have been about 10% knew who it was, nobody else did.

While it feels great to have your studio name emblazoned on the mat boards or on the bottom of a wall display - I found that it just annoyed people. If you're asking someone to pay you thousands of dollars for a piece of artwork for their home, why would they want your company's name all over it.

I've actually had people expressly ask me not to put our logo on their wall art, of course at first I took offence because our company is the best in the world but after thinking about it for a while I thought, 'you know what they're absolutely right.

If they pay in that amount of money why would they want to have our logo all over it'.

So it's not all about you, it's about giving the customer the best experience you can and giving them value for their money.

If part of that value is not having your logo on their artwork then so be it, don't put it on there .

My name is Mark Lait and I've learned a whole lot about being self-indulgent when it comes to placing our brand on every product we sell.

I want you to be aware of the implications of doing this so to learn more, subscribe to the you tube channel and give us a thumbs up.

There was a real push a few years ago from all the marketers who said you had to have your branding on everything, 'you've got to establish a brand' they'd say but you know what? building a brand is an expensive exercise.

Registration fees apply, you'll probably have to trademark it or anybody can use that brand - these are things that you don't get told at the beginning.

It's important for you to do your own due diligence and find out exactly what the complete array of costs is going to be before you invest in anything.

Next week I'm going to talk about why you should eliminate the word 'maybe' from your sales process so make sure that you hang around for that one, it's a beauty so I'll see you then.