

MAKE MONEY FROM PHOTOGRAPHY

TURN YOUR HOBBY INTO A
SEVEN FIGURE INCOME

Do you want to
increase your
photography
sales?



www.makemoneyfromphotography.com.au

We use **image presentation software** where we show the client a slideshow of their images, it's awesome and it also has the ability to give your clients the option to select either yes, no or maybe when it comes to making their choices. We learned that by eliminating the maybe choice, **our sales increased** a great deal.

I will emphasise again that you should try everything possible to **make it easy for the client to buy from you** and this is yet another way of doing that. By eliminating the maybe choice you do two things – you make the choice easier and you also introduce **FOMO** or fear of missing out.

There will be people who don't agree with this method and that's fine, the wonderful thing about democracies are that **you are free to have your own choice** but there's a reason why this business is called 'Make money from photography' - and that's because this is one of the steps in the big picture to make sure that happens – every little bit helps, every small thing you do to make it easier for the client will reward you.

Over the years, with all of these timesaving and optimising ideas **the system is unbelievably good at doing just that – making money.**

Let's dive into the thinking behind this. If you give your clients the option to put photos in the maybe category, **you'll prolong the viewing and decision-making process** because they have the safety net of being able to go back to that maybe folder and seeing them again and this is where the psychology comes in.

You know and they know that you can always go and have a look in any of those folders again at any time but when the client has said no to a photo, it is put aside in their mind, **they have decided that they don't want it.** If you accompany the individual image viewing after the slideshow with something like 'would you like to see this one again?' you are asking them to make a choice between yes or no and most times they will choose yes.

Let's go even further – if you have the choice of yes, no or maybe, they will see that they already have, let's say 15 in the yes folder, 15 in the maybe folder and 15 in the no folder.

I'm **Mark Lait** and I would really appreciate if you could subscribe to my [you tube channel](#) so that I can keep you informed of my experience in building a million dollar business.

Because you have already explained your prices to them before you started, just like any reputable business owner does, there's a chance that they will make a decision based on what they see in the yes folder, they'll be multiplying the individual cost of photos by 15 and coming up with unrealistic amounts, **that's just human nature**, we all quietly calculate the cost of things when making purchases which is why it's so important to reassure them not to worry about prices at this time because **you have some great deals** you can offer them.

So taking a step back, let's use the second method where there are only two choices, yes or no.

Get the overview of how our photography business works [here](#).

Have a look at the [beginners guide to starting a photography business from scratch](#), maybe it's what you're looking for.

When you **make it easy to buy**, people will buy and if they can't afford the full price up front, you offer them one of your payment plans, it couldn't be simpler – I don't know why people complicate this stuff.

Simplify, simplify, simplify – make your life easier and help them make the choice, give your clients the option of an easy purchasing process, you'll never regret it.