

# WORTH EVERY PENNY *joycast*<sup>™</sup>

Your stomach drops. The lump in your throat appears out of nowhere and the tears, I'm not crying, you're crying. Another photographer that you're friends with just got a \$5,000 order. And as much as you want to celebrate with her, the volume on your own head trash is up to level 10. What is wrong with me? How come I'm not getting orders like that yet? Is it my prices? Is it my marketing? My photography? Heck. Maybe I just should throw in the towel and go sell essential oils. Friend, I know you've gone down the spiral of comparison before, because you're human. On today's episode, I'm going to show you how to get out of this downward spiral once and for all, and how to use comparison to lift yourself up instead of pulling yourself down. If you're comparing yourself to other photographers and harshly judging yourself, let's hang out today. So the real question is, how are portrait photographers like us able to run a profitable business and still put our families first, without selling digital files for cheap and working all the time/.

I'm Sarah Petty, your host of the Worth Every Penny Joycast. And I went from a stressed out overworked mama with three babies, to being named one of America's most profitable photographers without working my kids' lives away. Each week I'll show you how to find and serve boutique portrait photography clients in a world where we compete with free thanks to everyone having a digital camera in their pocket. Take the first step to adding more joy and profit to your life by downloading your free photography business tools at [joyofmarketing.com/podcast](http://joyofmarketing.com/podcast).

I've spoken to several photographers lately who have told me they're feeling super discouraged because they see so many photographers in our coaching programs getting results. They see on my Instagram how someone just got a giant order. They see me talking about success story after success story when I do web trainings. The success stories in our community are spreading faster than termites in a wood-house. And then they say, "Well, gosh. I've been working on my photography business for X years," maybe two years or five years or 15 years, "and I can't get the right clients," or "I can't get any clients," or "I'm not getting those big orders," whatever it is. And then they feel bad about themselves.

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Look, I know exactly how you feel if you're feeling this way. When we joined our mastermind group with our mentor, there were some mega-entrepreneurs in there sitting elbow to elbow with us, multimillion dollar generators, like some in a day. Erin, my coauthor of *Worth Every Penny*, the book that you hopefully have read multiple times, and my business partner at Joy of Marketing, we love hanging with people who are ahead of us. But oh my gosh, when you sit in a room and you hear how others are growing by millions, getting more results, hitting milestones that are way smaller than what they're hitting, and have been goals of ours for years, it's only human to walk out of that room feeling defeated and so insecure.

I remember not long ago going into the restroom and tears just poured out of me. We were for some reason at the very end of the day, and I went in the restroom and I just couldn't hold back tears. And I was like, "All right, Sarah, get yourself together. You're fine." Well, luckily we just split right after that, and we drove in the car for, I don't know, a couple of miles, and we saw sort of some trees, what looked like a park, and we parked, and neither one of us really wanted food, we felt nauseous. So we just started walking, and we just walked and walked. We literally walked for about two hours. It was great because the whole time we kept reminding ourselves, "Look, they're doing it. That's great. If they're doing it, we can figure out what they're doing. We can figure out how to do it too. We have a great mentor. We have great friends in his community, and it's not going to serve us to build up this head trash and feeling defeated and in pain and just sad." Right?

But I get it. At the same time, we're spinning. And we're like, "Why is everyone else succeeding and I'm not?" which in reality, and looking back, that wasn't the case, but when you're in it, it's so hard to see. So if you've ever suffered from comparing yourself to others, I get it. It's the worst feeling. One of our past presidents, Teddy Roosevelt, who was I guess the 26th president, not a History major here, but we have Google for that, right? He said, "Comparison is the thief of joy." And oh my gosh, it's so easy to say, but so hard to really actually let that soak in and not do it. Because we learn in junior high and high school, don't we, that we have to compare ourselves to others. Their GPA, someone's smarter, someone's

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prettier, someone has a cuter boyfriend, someone has wealthier parents, so they're going to get to go to a better college and have better opportunities. I get it, and at some point, we have to figure out how to deal with all the comparing we do, because it can paralyze us. When we're entrepreneurs, that doesn't serve us.

So instead of letting yourself say, "I've been trying all this time and I can't do it and look how easily they're doing it," I want you to shift your thinking, and I have a tool called the Roger that tool, so write that down, Roger that. For years people said, man couldn't run a mile faster than four minutes. Well, we know this right? In 1954, Roger Bannister did it. He ran a four minute mile. Well he broke the four minute mile. He ran a mile faster than four minutes. Isn't that crazy? People said it could never be done, and so everyone simply thought it can't be done. But you know what? 46 days later, a second person did it. One year later, three men in the same race did it, right? Because they had someone to chase, someone to compete with. Right? So get it. Someone else is learning to do it and succeeding. That means it is possible. It's not a pipe dream. If they can do it, you can do it too. And for sure, if you're running in that race with them, it's more likely that you're going to do it faster.

I believe that to be successful in business, you have to be in a community where people are ahead of you. You can see them, you're on the track with them. You have to see people who are succeeding ahead of you, in a bigger way. It's just what it is or you're not going to be able to visualize that. This is why at our event Go Boutique Live, we had it in February, we celebrated the accomplishments of so many students. They came up on stage, and they got their Julie lanyard when they got their first thousand dollar client. And then they got pins as they hit different landmarks. And we even had a bunch of students who got the 100K yay award, a big gorgeous trophy that we had made. No, I don't subscribe to everyone gets a trophy. That's what's wrong with the world right now I think. But the 100K yay, and the 200K yay, and the 300K yay. I want all the photographers who were sitting there, I wanted them to look up and go, "Oh my gosh. If they can do it, I can do it."

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I want you to see that and be inspired by that. Because think about it, think if you went to a Weight Watchers meeting, and nobody there had lost any weight. Think if you went to an AA meeting and nobody there had stopped drinking. Would you believe after leaving that meeting that you could either stop drinking or lose weight? Heck no. You would say, "Oh, this doesn't work. It can't be done," but you go there and you see other people's success and you say, "Oh my gosh. It's possible for me." Here's something cool that we have coming up, we're doing something really amazing with our community, it's totally free. And it will allow you to sit at the table with some photographers who are ahead of you. And I want to invite you, our podcast listener to be a part of it. I want you to feel what it feels like to be accepted into a community, no matter how broken or unworthy you think you are.

I want you to hang with people who are ahead of you and spend some time with my amazing team and me, watching others succeeding, killing it, and also realizing you're not the only one with head trash. We all have it. Here's what we have coming up. It's a five day, pain-free pricing challenge that I'm putting on with my lab, White House Custom Color. If you don't have a lab that thrills you, check them out, [whcc.com](http://whcc.com). And we're inviting portrait photographers from around the world. And we're bringing this community together, totally free, so you can see that you don't have to compare yourself to someone else in a negative way, but that by seeing what others are doing, it will lift you up. That's one of our core values in our manifesto, we lift as we climb.

I want you to sit arm in arm with students who are succeeding in a positive group where no bullying is allowed. There's so much of that in so many groups online. I want you to be lifted up. And for those of you who are still clinging to that broken shoot and burn model, where you give a CD of digital files for a couple hundred bucks, I want to prove to you that you will not survive this pandemic with COVID-19 because the price-conscious customers are more price-conscious than ever. I want you to not only know your worth, but realize you must sell products and services. And pricing doesn't have to be hard and scary and painful. That's why we called it

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pain-free pricing, all right? You can price profitably, you can be boutique, and you can grow your business right now, during this crazy economic time that we live in.

This is your chance too to get inspiration and coaching from me. Usually the only way to get time with me is to be in one of my paid coaching communities. But I want you to sample it. I want you to feel what it feels like to finally believe in yourself again. Plus we have a lot of fun. We aren't able to do this very often. So that's why you want to definitely jump in. We give all kinds of cool prizes and different, different, cool things. White House Custom Color gives us all kinds of things to give away, which is exciting. If you don't have a large wall portrait, you're not going to sell a large wall portrait. So come and try to win one. I love to reward action takers. So take action and join us. Who knows what can happen? So I want you to write this down so you can come and join us. You can write it down, or if you're at a computer, open a browser and type in, [painfreepricing.com](http://painfreepricing.com), one word, [painfreepricing.com](http://painfreepricing.com).

And instead of comparing yourself to others and allowing that comparison to hold you down like a heavy brick, realize, oh my gosh, I want to hang out with other successful entrepreneurs so I can do what they are doing, even if it's a little painful. My gosh, imagine being in a race with two others who are trying to break that four minute mile and you actually do it. And if you don't do it, you get a PR, you run your fastest time ever. Because at the end of the day, you are who you are. You have some amazing things about you that have gotten you this far. Don't let someone else's success make you stop and feel worse about yourself. Instead, let it motivate you, let it challenge you. What's the saying, a rising tide lifts all boats? Heck yeah it does. Look, I get it. When we see others succeeding at our goals, it's human nature to measure ourselves against their success and think, "Why couldn't that be me? That was supposed to be me."

And I want you to remember, our Roger that tool, right? Put that in your memory, Roger that, and remind yourself, the more you see others succeeding at your goals like Roger Bannister, who was the first to break the four minute mile, the closer you are to being able to

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do it too. So put a smile on your face, cheer that other person, and remind yourself that you are next. Roger that.

Hey photographer, this is Sarah again. I wanted to give you a chance to work with me for five days for free. You heard me right. Inside the Joy of Marketing community, I'm hosting a brand new free challenge, we call it the five day pain-free pricing challenge. This challenge is for you if you're unsure if your prices attract your ideal client. Or maybe you have a lot of doubt and you can't quiet the voice in your head that tells you people only want digital files where I live so I can't sell wall art. No, if you feel paralyzed by pricing, always second guessing yourself and putting it off, then hop over to the five day pain-free pricing challenge for portrait photographers right now at, write this down, [painfreepricing.com](http://painfreepricing.com). You'll get the daily challenge videos with me live, a printable challenge workbook that will help you find ideal clients, tons of wall art giveaways from my lab White House Custom Color, support, encouragement and accountability in our private Facebook group.

No matter where you are in your photography business, this challenge is going to help you understand the strategy behind profitably pricing your photography so that it attracts boutique clients. Go online to [painfreepricing.com](http://painfreepricing.com) and join this upcoming challenge, because it's going to go by fast. There's a free live challenge starting soon. So come on, come do it with us, right now.