

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

Raise your hand if you've ever heard me say something and thought, "Oh Sarah, I already know that. I've heard you say that before." Look friend, no hard feelings. I know you aren't a know it all, but be honest. You've probably thought this before. Am I right?

Well, here's a truth bomb. There's a pretty big difference between knowing something in your brain and actually living it with ease and joy. If your photography business isn't quite where you want it to be, there's a pretty good chance you've let yourself get stuck at "I already know that," and you haven't truly mastered the boutique business model.

In this podcast, I'm going to help you identify where you've gotten stuck and how to move to the next level of building your boutique photography business so you can experience the change you actually want.

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 ran across a past student the other day, who has invested in every study at home class that I've done over many, many, many years. She knows my systems. She can recite the seven B's of the first phone call or the 12 P's of the IPS. But her averages aren't what they could be, or frankly, what mine are.

She isn't breezing through the business the way she wants, confidently attracting all the right clients and having a high average sale, yet. But this photographer told me, "But Sarah, I already know that." My question for her is, and you may know it, but are you living it?

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I want to share a story from way back in my college days when I played volleyball. I had two different coaches in my four years. They were each there two years each. And I remember the exact same situation happening with each coach, but the way they handled it was totally opposite.

The first coach found a player at the end of a drill in the wrong place. And so he stopped the drill, and he walked over to her. And she looked at him. She pointed over to the line, about four feet from where she was standing and said, "I should have been there." Right where the ball went, and she knew it. She should have been right there where the ball was. He blew up and yelled at her. He said, "If you know where you're supposed to be, why aren't you doing it?" And he was even madder that she knew where to be, but she still wasn't doing it yet.

Well, the exact same thing happened the next year, year three, when I got a new coach. He stopped the drill. He saw the player who was not standing right where the ball went, where she was supposed to be. And she walked over to her. And of course, she pointed at the line and said, "I was supposed to be there." We all had that moment. In retrospect, like, oh, if I had been standing there, where we're supposed to be, the ball would have come right to me. And he got a big smile on his face and he was so stoked. And he said, "You know what? That is awesome." He said, "Because knowing where to be is the first step to doing it." Because he knew if that girl didn't even know where she was supposed to be on defense, she was never going to be there.

And that's really how I feel. You have to know first where you're going to be. And then you have to keep working, working, working until it is second nature to be there. If you don't know where to be, you're just guessing, right?

You're back there playing defense. Granted, there are six people on the court, but you're just hoping it comes anywhere near you, and you can throw your body at it and dig the ball. Which occasionally you'll get lucky, but most of the time, if you're in the right place, based on where the blockers are, where the other defenders are, you're going to be right in a hole where the ball gets hit.

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Well, this is how I created my coaching philosophy. I get how awesome it is that you know it. I love it. If you've been a student of mine over the years and you feel like, oh, I learned this from Sarah. I learned this from Sarah, but I'm still not grooving at it. I'm not going to yell at you because you know it and you still aren't doing it. I had to learn this over many years as a business coach, that knowing it and doing it are two different things.

Let me explain. After watching this happen for years with my students of them saying, I know it, but I'm not doing it, I sat down and I really studied it and tried to figure out, okay, where are they from where they started and on their path to mastery? Because mastery lives on a spectrum, right? It's not like you're terrible at it and then you flip a switch and you're awesome at it. You're somewhere along this spectrum.

And so at Joy of Marketing, we sat down and we created five steps to boutique mastery. And you might want to write this down. Because we all start at wanting it. And you can apply this to anything in your life. Maybe there's something else you've mastered, and hopefully as a photographer, you've mastered your camera. I always joke that I have some really awesome friends who photograph high profile weddings and the Olympic games. Literally, my friend, Kevin Jiraraj photographs for the Olympics and streams it live back to USA Today to be on the front page of the paper, without any retouching. He gets one chance to get it.

And I think, oh my gosh, I would never know how to move my camera settings that fast, because I'm a studio photographer. I'm pretty structured in how I photograph and the lighting situations I photograph in. And he's in night conditions with neon, glowing lights and reflective snow and all these different things. So he's really living his camera abilities, right? His photography abilities. And many of you are as well. But I know I'm definitely not at that comfort level.

But there are things in your life you've mastered. So if you think for a minute, what do you just live with ease and you've mastered? That's where I want to get you in your business. So the first step to mastery is wanting it. You want it. You have a dream, but you're unaware how to get there. Maybe you're the person that all your friends tell, "Oh my gosh, you should

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be doing this for a living. You are such a great photographer," right? And like inside you there's this little dream that, oh my gosh, wouldn't that be a great way to go through life? But no, I'm going to stay stuck in my miserable job for 40 years, going in there and trudging through the snow every day, hating it. Right?

But then step two is seeing it. You become aware that a proven path exists to making your dream a reality. And maybe you came across this podcast and this is what's making you go, oh my gosh, there are people just like me who are doing it. I see some of the things Sarah's saying. I see that this is a possibility. Maybe you've gotten on my web trainings that I do now and then, where I show you, this is what the boutique model looks like, right? This is what the pricing part looks like, and the selling part and the marketing part. It's very different than what you thought it was. Or if you've been doing shoot and burn, it's very different than what you thought, right?

So for the first time you're aware that, oh my gosh, the only way to make money with a camera, isn't just giving a CD for a couple of hundred bucks. I can actually make a living doing this, right? So that's step two, is seeing it.

Step three is knowing it. This is where you invest in a mentor. You get systems, right? You learn the ins and outs of the tactics you need to achieve your dream. Okay? So in my system, in the first phone call, I have five step system, right? The first step is the first phone call. I have seven B's that need to happen on that first step to make sure you're getting the right clients.

Step two is the consultation. I have seven things that have to happen in the in person consultation, or you're going to have problems at the end and you're not serving your clients. Step three is shoot to sell. In this step. I have a worksheet that I have my students fill out before they even shoot anything, so that they know how to serve their clients at the highest level. Step four is the in person presentation where they sit down with their clients for one hour max and hold their hand and help them place their order, and their 12 P's that happened during that appointment. And then the fifth step is the pickup, framing, if you offer additional products like

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holiday cards, graduation cards, et cetera. So I have that five step system. My students invest. They spend sometimes years learning that system, but this is where most people stop.

They stop at knowing it, right? And it feels like mastery, right? Because you don't have really questions. You can quote, oh, Sarah, I know this seven B's. So this feels like mastery, but it's not. This is where most photographers stop. This is where most photographers get stuck in the, I already know that trap, right? But if you're not living it, it doesn't matter if you know it.

Sort of like weight loss, right? You probably could say, oh, I know how to live a beautifully healthy life, but are you living it? Most of us aren't. Most of us still have to struggle with the scale going up and down and up and down. And there are people who live it flawlessly, and they have full control over their health and nutrition. They're the size they want. Their clothes don't shift in size from, you know, going up two sizes to down two sizes and having to do massive diets to drop weight, right? They live it.

Okay. So step three is knowing it. Step four is the hard one. Step four is where the head trash comes in. Believing it. Your emotions and beliefs catch up to your logical understanding and full integration starts to begin here, right? When you really believe it, that's when you start to really live it. This step gets bumpy, right? This is where the emotional meltdowns come in, where the head trash starts telling you, "I'm not good enough. I can't do that. I haven't paid my dues. This is too easy. This is too fun. I'm afraid of success. I'm afraid of failure." All those stories that your head trash is telling you and that's coming out of you, right?

And so you go back to the safety of knowing it. Oh, I know it. I already know it because it's back to learning, right? Learning is not the same as doing. Learning is safe and easy. Doing is the hard part.

So you have to do it to get through the head trash, right? You have to fail. You have to learn how to get through failure and pick yourself up. And that is what happens in the believing step.

And then step five, which is just beautiful. It's effortless. It's enjoyable. You've almost eliminated emotional limitations, or pretty much eliminated them, right? We can never say

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never, because the bigger you get, the bigger problems you have, but you're better at handling them. Most people give up before they reach this level in their boutique photography business. There's somewhere in your life, I'm hoping, that you've mastered. You went from wanting it to seeing it, to learning and knowing it, and then believing that you're good at it, and then living it.

Hopefully it's how to drive a car, right? Don't we all go somewhere and you're daydreaming, you're thinking about other things, and you think, how did I just get here? I have no idea. You've just mastered it. You're living it. You know how to drive from your house to your work, or your house to the grocery store. You don't have to get a map. You don't have to get the rules of the road book out. You're just living it. And I know you may be thinking, "Oh my gosh, I don't know if that could ever be me." But it can be you, right? It can be you. But here's the thing. To go from knowing it to living it, you've got to expect head trash. You've got to expect to fail. You've got to expect to doubt yourself. Know that's coming. That's why I believe you've got to have a coach, right? When you're in the wrong spot on defense, even if you know where you're supposed to be in a volleyball game, or to help you when you shot your worst basketball game ever, when you were a kid, or in your photography business, when you bomb the consultation and you don't know why, but your coach helps you figure out that, oh, you forgot to talk about your prices and your digital file policy on the first phone call.

Even though you tell me you know the seven B's, but you're not doing it effortlessly, right? You just got distracted. You didn't do it. That's why we've got to practice. We've got to have course correction, just like in sports. To get to mastery, guys, you've got to get through your own head trash.

I want to share a story and play an audio file for you, because I've a coaching student who's been in business, like, I don't even know, 20 years. Amazing. She used to have a thriving business. She's an excellent photographer. But somewhere along the way, probably with the invention of digital, she lost her confidence and lost her way. She's really been beating herself up. So even though she did it before in the film days, let's face it, times have changed. And she

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built up a lot of head trash, and we've been working on it together. And she has had such an amazing breakthrough. I want to share it with you.

*Success story: I just finished my two mile beach walk, which I do daily, mostly in silence so I can think. But today I had such an epiphany.*

*In my head during the walk, I was replaying the conversation that we had last week, and I was planning my actions for today to reach that \$10,000 goal for this month. And I realized that the growth I've made over the last 10 months is great, but it's not enough. I realized this morning that a huge part of my problem is me, and the fact that I'm not comfortable with some of the things I need to do and need to be comfortable with in order to be where I want and need to be.*

*I realized what's holding me back. I prayed about it while I walked and I listened to the ocean, and now I'm headed home to start my day with a different outlook and a realization of what needs to change.*

*Your words have always been in my head, but now they're in my heart. Now I have a clear vision. Thank you. I will make this day count and I will not let fear of the unknown control this day.*

*You're so amazing. It can take me a bit of time alone to process things properly, which is something else I learned, thanks to you. And now I have quiet time built into the start of my day, specifically to process and plan my actions. And it's paying off in so many ways, including the clarity to see how I keep getting in my own way. You're giving me the wisdom to change that. And I am so grateful.*

*I just wanted to share this with you and share what an impact our conversation last week has had on me, and how it's all coming together for me. Thank you. Thank you. Thank you. From the bottom of my heart.*

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Sarah Petty: Doesn't it just make you feel like, "Oh my gosh, this is what it's worth. I want to have a breakthrough." Look business is worth the work and the hard times that it takes to get good at. And this is when business gets fun, because you don't compartmentalize those skills. You don't just use them in business and then go back to your life and not be able to handle the hard stuff, because you've been handling it in your business.

And look, when you get to a point where you've mastered the business part of your business, it doesn't necessarily mean you're a millionaire and money's just flooding in. It means that you're effortless about your days. It means you have the confidence that you can attract the right clients and serve them at the highest level. You don't beat yourself up because you can put your family first. And instead you celebrate that your business affords you that opportunity.

You rarely have sleepless nights trying to solve problems, and while you love to learn about how to solve challenges and solve the problems that come your way, even solving those challenges become effortless and enjoyable. I know, right? Isn't that amazing to think about? I hope today, you got some clarity around why you haven't experienced the change you wanted yet. Cut yourself some slack and realize what step of mastery you're on and make a plan to move forward to the next step, instead of just getting stuck at, "I already know that."

Now the work becomes, how do I go from knowing it, to believing it, and then living it? That's good news isn't it? Just knowing what to do? I choose to be like my second coach, who's telling you that you are closer than you think I can fill in the knowledge gap so you know that things to do, and then we can work together to get you there. Neither of us needs to yell at you for not doing it right, because that will just make more head trash. I want you to believe in you because I believe in you let's do this.

Hey photographer. This is Sarah again. Really quick, 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 of your prices attract your ideal client.

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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.

'Cause 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.