

WORTH EVERY PENNY *joycast*TM

Remember when you learned to swap ahead in Photoshop? Oh, that was the best feeling, so satisfying. Right? Now what about when you learned how to run a profitable photography business? Oh, that takes so much longer. Right? Decades, even, at least that's what you're telling yourself, that you can't fully commit to growing or even starting your photography business because you don't know enough yet. Well, friend, I'm here to tell you it's time to stop learning. What? Did you hear me right? I know. Someone with an MBA who teaches photographers how to make money and put their family first is telling you to quit learning. Stay with me for a few minutes because I'm going to give you a huge "a-ha."

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.

I want to share my backstory with you because my dad was a college instructor for over 30 years. My mom was a teacher. I actually taught some college courses in management, marketing, business, after I got my MBA. And I loved it. But I didn't necessarily love school. I love learning, and I have realized that later in life. But what I hate about school and the school system for entrepreneurs is we have to memorize and regurgitate. I hated that. I hated that we could find out when the Magna Carta sailed in a book somewhere. The Magna Carta is a boat, right? We could go to the library. Now we can Google it. Why do I need to memorize all of these crazy dates? I hated that.

Now as an entrepreneur, we have to solve problems. There is no memorization and regurgitate because we're living it. But now as an entrepreneur, I definitely, I invest so much in

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learning. I love, love, love, love to learn. So that's a first thing to go into my budget is my learning. I did a strength finder test that spits out your top five strengths, and literally my number one strength is learner, which is so funny because I don't even know what the Magna Carta is. Right? It's like air for me. Some people need vacations. I need to learn. When I'm in a funk, I find some education. So I get it. Right?

But here's the difference. I know that for me to retain what I have learned and be able to do the next learning, I have to focus on one thing. Implementing. Right? Then I may fail. I have to fix it. I have to figure it out until I get it right because in school, we would memorize, regurgitate, and then I would dump the memory cells so that I could memorize something else. I didn't keep those things that I memorized and regurgitated. I didn't keep them in my long-term memory because I knew after I spit them out on the test, I didn't need them anymore. That's not the case with business. So despite the fact that I was investing in myself in ways that allowed me to implement and get feedback, when I started the Joy of Marketing, I created course after course for people to go and learn.

Here's a course on pricing. Here's a course on marketing. Here's a course on framing. Here's a course on auctions. Here's a course on branding. Tactics, tactics, tactics; all study at home, work at your own pace, do it yourself courses. Pretty much what you see from mostly all of the other educators out there who are selling courses. You download the course, it's on your computer. And then pretty much, it collects digital dust. Right? But you tell yourself, "Oh, I've bought it, so I've got it. So when I need it someday, it's there." But here's what I see happening to photographers. Photographers hop into courses, excited to solve their problem. And then they get stuck, it gets hard. They freeze up. They get paralysis by analysis, head trash. But I can't do that because whatever reason. Right? And you get stuck.

I see photographers taking courses from other people, getting stuck, never implementing, not doing, hiding, staying busy. I didn't understand why my students weren't implementing. And then I realized. I looked at the stages of mastery. I looked at the head trash, the fear keeping them paralyzed. All the while, in my business, I'm not getting it all done

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overnight, but I'm learning, I'm implementing, I'm getting feedback, and then I'm rinsing and repeating. So that's when the epiphany happened for me. Here's what took me years to learn, and why I created those steps to mastery that you learned in episode 20. Go listen to that last week if you haven't.

One of my good friends, Stacy Martino, and I were talking one day about learning. And she's the one that really helped me realize this. "Sarah," she said, "Information alone isn't the problem." Because think about it, if you need anything out there, the garden of Google would've solved it. We can learn how to win in Vegas, how to have a happy marriage, how to have great conversations with your teenager. There are so many things out there that we can find information on. But information is not enough. I know you guys are good at learning. I see you. You buy books. You put in your ear buds. You listen while you're driving. Maybe you do some worksheets. You finish the book or course. You check the box and you move on to the next thing.

But think about it. You don't get any results because you don't actually put what you learned into action. You dabbled with it by learning about it, but likely, you never did anything with it. I see this holding back so many photographers from taking action because they tell themselves they haven't learned it all yet. Guys, you're never going to learn at all because once you implement and you fail and you learn a lesson, the new lesson you need to learn changes. Here's why we love learning too. We don't get stuck learning. It's safe and comfy. We feel like we're doing something, so it's a happy, sparkly place. I get it. I love that feeling of going, "Oh, yeah." We feel like we're taking control of our problem, doing something about it, and not letting it control us.

But here's the lie about learning. If you don't implement, learning is just glorified story time. You have to do. Think about it, learning to walk, riding a bike, you failed over and over until one day, you took off pedaling down the street, and you didn't crash into your neighbor's car. Maybe you did first. But you have to do to learn, you have to fail. The key is learning to manage the head trash when you fail, and getting back on the bike. You have to decide that

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you're willing to get through being bad at something, so you can be good at something.

Another one of my friends and one of my mentors, Myron Golden, always said that. Business is worth being bad at long enough to be good.

All right. So write these three steps down because I get that you like learning, but pause your learning and first off, number one, implement. You have to not just learn, but you have to implement. You've watched the video about how to ride a bike. You've read about it. You've seen other people do it. You've watched your parents do it, your friends do it. Right? You know where to put your foot. You know where to put your hands. But you can't explain balance to somebody until you do it. Right? So I want you to do it, and if you're lucky, you had a parent run by you and hold you steady. Right? They helped you speed up and slow down at a pace you were comfortable with. So that's what I want you to do. I want you to get on the bike and implement what you learned. All right, I want you to implement what you learned.

Step two, maybe you're going to fail. And I want you to think about failure as learning. That's one of our core values. Failure is learning. Right? Mistakes are nothing more than proof that you're trying and you're making progress. And who determined that failing is shameful anyway? Right? Those people that sit in their safe home, and they don't do anything risky, they don't put themselves out there. They're living a boring, safe life, but they're judging us. Right? We're lesser of a person because we went for our dreams, and we missed it the first time, maybe the first 20 times. I heard someone say the other day, and I wish I could quote who it was, but they said, "The haters don't pay the bills." Right?

If you get 100 clients to pay you \$1000 for your photography, you have \$100,000 business. And if they love you and gush on you, and you're taking great care of them and treating them great, and they love you, there are haters. There are going to be haters. If they want to talk about you because you made a mistake in your business, let them. They're going to stay on that same sofa their whole life and probably live a very boring life. And you are going to grow as a person. So first, you're implementing. Second, you're failing. I want you to fail. I want you to fall off the bike. I want you to get back on.

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But step three is to get feedback after you learn and implement. This is where a lot of photographers go wrong. They're like, "Okay. I'm going to implement. And I failed." And then they stop again. Right? No. When you learned to ride a bike, your parents were saying, "Lean left. Lean right. Watch out, the car is coming." And it saved you from a bigger crash. And they kept encouraging you and telling you to get back on the bike. Right? This is so important. Implementing, failing, getting feedback. And it's funny because this is how my cornerstone photography business workshop called Boutique Breakthrough was born. I was so tired of photographers learning but not doing in these study at home courses, where everyone could go at their own pace. Sure, some were getting amazing results. But I saw so many making excuses, telling me why they didn't or couldn't do what I laid out. Or like in last lesson, Sarah, I already know that.

So I put together this course with a group of photographers. I made them do the steps together. I made them fail and I made them get feedback from me. It was fantastic. Each step, I would empty the head trash to keep them from getting stuck. So they would create their pricing. I would look at it and I would say, "No, no, no, no, no. Go back. Fix this. Tweak this. Change this." They would come back again, and fix, tweak, change, until it was perfect. And they were ready to go. Right? And there's head trash that comes with that. I'm not good enough. I can't charge that. My clients just want digital files. All my competitors just give digital files. Right? So I helped them work through that head trash.

Each time we did the workshop, we'd make it better and better. And now, it's seriously my favorite thing I do because the photographers are getting more results than anything else I've ever taught before because every single student is forced to get on the bike. And they're riding, and they're not hiding behind a video at home, or reading a book about it, and just not ever taking the risk. Right? They're living in safe land.

Let me share some of these stories because they're going to kind of give you chills, of people who, just like you, were stuck in learning mode. Stephanie Michelle said, "Oh my gosh, guys. I had my first IPS today, which is an in person sales presentation, with a little boy's mom.

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And I came away with a little over a \$700 order. This is with brand new pricing and having to learn my entire system from scratch." And she talked about, she said, "I know it's not Julie status," which we call Julie status a \$1000 order. "But for the experience and the appreciation that this lady had for me during the entire appointment, plus the reality that this can be done, and the nerves melting away was amazing." She said, "Just know that this truly is the fun part of the process. And I left there smiling from ear to ear. Sarah Petty, I'm in love with this business model and so is my client." She absolutely gushed about how amazing this experience has been and how she missed having someone offer this type of service.

I know, right? Amber Eileen said, "Say hello to my first Julie. She literally cried during the video. They made a \$3000 order." Ricki Strange said, "Two major orders and a couple of small orders totaling over \$5000. This system is amazing." You guys, this is my class where all I did was make them implement, fail, and get feedback, and then go back up to bat again. Jessica Melaro said, "Oh my goodness. I had my first phone call this evening, and it couldn't have gone any better. Conversation was incredibly easy. I stumbled on my words a bit when I was telling her about my starting prices, but she didn't even bat an eye at my price." She went on to describe the experience, and she said, "I can't believe this." And she said she modeled for six years. Pinch me. She said, "I did it. If I did it, anyone can. I know I didn't make a sale yet, but this family sounds amazing" So just look at how her attitude went from I can't yet because I'm learning to, oh my gosh, look what I just did.

Listen, what's cool is that if you've been hanging around here for a while, and you would finally like to check out this interactive workshop, be a part of it and stop learning and start doing. All right. You're going to learn a little bit, but then you're going to have to do it. I want you to join us. I want you to check out the next class of my crazy, amazing Boutique Breakthrough class. It's starting live Monday, October 5th. This is the last one we're doing in 2020. We have a money back guarantee for 30 days. Go through the whole thing, and if you aren't thrilled, you can get your money back. No one offers that, you guys. This live workshop is truly one of my favorite things for my team and I that we do to help photographers because we

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scrub through your system, your pricing, your selling, your marketing, so that you can have your own Boutique Breakthrough with me by your side. You do and you get coached.

Some of you are brand new, which I think getting the right training from the beginning saves you from years of head trash collecting. And those of you who are advanced and have been spinning for years, stop. Fix it, and then get back on a faster vehicle like a motorcycle, and have a coach riding next to you. It's a life changing experience for everyone who joins this interactive online workshop. I'm just telling you, it's seriously crazy because you're doing. Right? There's no more hiding in the safety of learning. That's a lie you've been telling yourself, that you need to learn more. No, you need to do more.

So if you want to join us, I want you to do this. Write this down. Go to this landing page, joyofmarketing.com/letstalk, L-E-T-S-T-A-L-K-. And we'll put that in the show notes as well, so you can chat with one of my strategy coaches to see if this is a good fit for you. And if you're listening to this podcast later, reach out to them as well, and see what's coming up from us next, and when that next workshop will be because you definitely want to get in this class. Look, my joy friend, succeeding in business is your way to make your life better. And to do that, you must grow by doing, not just learning. It's time to put yourself out there and stop the lie that you've been telling yourself that you can't do it until you learn more.

Remember, learning without doing, it's just story time. Tell the fairy godmother that you can't wait anymore. You're taking action and I can't wait to meet you, so that you can have your Boutique Breakthrough.

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 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

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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.

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 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.