

WORTH EVERY PENNY *joycast*TM

Friend, we need to talk about a certain someone in your life. The one who puts you down and tells you that you aren't good enough. The one who knows all your greatest fears, doubts, and insecurities, and throws them in your face. The one who constantly reminds you of all the reasons that people like you can't succeed in a photography business. Look, I know where that mean bully who is holding you back lives and so do you. And on this episode, I'm going to help you call her out and get control over what she's doing to your life.

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.

This week is the first week for my students in my live boutique breakthrough workshop. And it goes fast and furious. This is a small group of fewer than 100-ish students, who are doing the work to fully commit to the boutique business model, because they have to, in order to keep up. I make them keep up.

The thing is while each photographer invested in themselves to be in this course, it's sort of like a buy one, get one free. They paid for themselves, and their bully comes along at no extra cost. You know the bully I'm talking about. Your meanest bully goes everywhere with you and actually lives with you. Well, seriously, I think your bully lives in your car. You know what I mean?

In your Tesla, your self driving subconscious car. Your subconscious is like a tape recorder, video recording everything that happens in your life. And then when an opportunity

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comes up, that self driving Tesla takes the wheel and takes you down a dirt road instead of going on the speedway to opportunity.

Seriously, would you say the things to other people that you say to yourself? Heck no, here's the thing. The bully can actually help you, if you let her. Let me explain why I think this bully has been put into us and how we can keep her from holding us down.

First, I believe that this voice was put there to help us solve problems. It's kind of a cool thing that you're never really alone, right? You have that other voice to visit with you when you're driving. But literally when you face a dilemma or you need to make a decision, you don't need to call your bestie or your mama or even your therapist, because you can work out both sides of any situation with this voice.

You can weigh the pros and cons. You can wrestle with potential outcomes. This can actually serve you. So first, let's embrace the fact that this voice can actually be our ally. For me too I've wrestled with my bully voice when it comes to different decisions, especially family first ones. Family first is my filter right, through which everything goes when I'm making a decision, but sometimes there are hard choices.

I remember getting a really cool speaking opportunity and it was the first day of kindergarten for my baby. And I was like, "Oh, she won't remember if I was there. My hubby will take pictures." And then my voice went, "Dude, you're the one that's going to remember not being there." And I worked that one out pretty quickly, and I turned the opportunity down.

The key is stopping the bully from then beating you up over, right? Telling you that your career's over, you're not going to get those cool speaking opportunities anymore, and your career's going downhill. So I think number one for sure is use your bully voice to solve problems, right? That little voice in your head doesn't have to be a bully, it can be your ally, so use that voice to solve problems.

Number two, know that this voice while it lives inside you, you can troll it, right? This voice can be a great ally, but when it starts trash talking to you, it's time to give her a punch.

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And this is what I do with my boutique breakthrough students in week one, because that voice comes out. Seriously, this is what we do.

Put your left hand out flat, like rock paper, scissors, make the paper. And then with rock in the right hand, I want you to smack, can you hear me? Punch the bully. It feels good, doesn't it? Stop letting the bully go on and on. All right, you don't hang out with those people in your life, I hope, so stop hanging out with this bully, you can punch your bully. So number two is punch your bully.

And third, use that inner voice to treat yourself like you would treat someone you love. Would you say the things to your favorite niece that you let your bully say to you? No way. Remember, you need to be your biggest fan and you can control that bully.

So the next time you see that meany raise her head, you tell her, "Not today bully." You have friends at the Joy of Marketing, and you're not letting her bully you anymore. So again, make your bully voice treat you like someone you love, and then your bully turns to an ally. I have my students do this again, in the first week of Boutique Breakthrough.

I remind them, "Guys, don't let this bully pick on you because it gets really hard, really fast." Jeanie Hord-Bellows said, "Okay Sarah Petty, I punched my bully and I redid my price list here it is. Thank you so much for your gentle yet firm encouragement. It is greatly appreciated," And she put "I'm an artist and I should be paid for my talent and skill."

And she hashtagged #pricecritique because it's very scary for them to submit their prices to me to look at. Sarah Lax said, "Thank you so much, Sarah Petty for this. My bully is so loud. I love the punching idea. This is bringing up so much for me, but I will continue trying. It's so true what you're saying that if we quit now, then we'll quit on something else a different time. I hope to be able to get through it." And she did.

And she rocked because the point is, if you have head trash in your photography business, and you decide to go sell essential oils, which so many people think they're going to go just do something else and magically not have that head trash, it's not going to happen. You've got to get through it and learn to punch your bully.

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Jeanne Mott said, "Sarah, I made changes based off your life critique." She lightened the border, changed the cover picture, changed the nine to be more closeup of the face, fix the fonts. She said, "I put all my trust in you and punch my bully and I raised my prices." Right? That is so scary to do. It's so scary to do, but you know what? If you're going to be profitable in photography, there are certain price minimums that you need to be at, and it's not shoot and burn, it's not giving a CD for \$200. It's about learning your value and then going out there and wowing your prospects and your clients.

Guys, I get it. Now and then everyone's bully is going to rear his or her ugly head. It's inevitable. But now that you're aware of that voice and the fact that you have control over it, and you are able to punch it without really hurting it, maybe hurting your hand, but you have to be able to do that.

So here's what I want to do for you. I want to help you remember that you can punch your bully, because I think we're always needing to remind ourselves and our self driving Tesla, where our bully lives, that you don't own us mister bully, absolutely not. Well, I used to think that swag, which what we call by swag is stickers and signs and logos and sayings and motivational things that have to do with your business.

I used to think, "Oh, those are kind of cluttery." But as I've grown as an entrepreneur and coach, I have them all over in my life, from my coffee cup to things hanging on my walls in my office, to stickers on my computer. I want you to be able to surround yourself with the reminders that you can do this and you can succeed.

So I want you to have something to help you punch your bully. This is just for you guys, listening to my joycast. And here's what I want you to do. All right, to help you stop your bully. And when you do this, my team will mail you a really cool sticker for your laptop. I know you're thinking, "Oh, it's just a laptop sticker." Let me tell you this laptop sticker has some serious power.

So here's what I want you to do. I want you to go write a review of this podcast in iTunes and you don't have to be an Apple user to do this, you can do it from any browser. In your

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review, include the hashtag, #punchthebullyepisode22, screenshot it, post it on Instagram and tag me at Sarah.petty. And I will have my team send you a super cool collectible laptop sticker. And the only way to ever get this sticker will be to do exactly this, so that way we can stay in touch as well.

Look, I'm hoping by now you see that your biggest obstacle to succeeding, it isn't time, it isn't money, it is you. You are the only thing standing in your way of becoming the best version of yourself. You have this bully who's permanently implanted inside of you and your Tesla, but you have control of the bully, who's hanging onto the Tesla controls. If you're more conscious about not letting this bully turn into negative Nellie on you, you can keep your hands on your own Tesla's wheel, and not let your bully take the wheel. Let me hear you do it one more time with me. Come on, punch the bully.

Hey, photographer, it's Sarah again with a quick question for you. Do you ever wonder why some photographers make \$300 a session and others make \$3,000? I know I did. So I dug deep into what's going on and wrote a book for you called Worth Every Penny. You can get a free copy at joyofmarketing.com/freebook.

Inside this book, you'll learn four ways to price your photography, and why there's just one pricing strategy that attracts the best clients. What to do when you need clients and why paying for ads doesn't work and what to do instead that's way cheaper. The do's and don'ts of social media, what most photographers are doing wrong that lowers their profits, and what to do instead.

I'm not sure there's a book on the planet that more photographers have read, 23,124 photographers have it already. So I want you to have it too. Grab your copy of the hardcover book free here. Just pay a little for shipping and handling at joyofmarketing.com/freebook.