

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

So this topic is a hot one, especially because Black Friday is fun. That feeling you get when you load up on three pair of jeans and two sweatshirts for 85% off, it's pretty awesome. But let me tell you, having a Black Friday sale in your photography business is a terrible idea if you're boutique or have the desire to ever go boutique. I'm not going to sugar coat this. I have extremely strong opinions. So today I'm going to dig in to what not to do on Black Friday and what to do instead of having a sale.

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 know people who are super focused in their lives about getting the best price on anything. Do you know anybody like that? If I ever needed cheap resource, I know exactly who to call. But they don't seem to care that the cheap lawn care people may plow down a few of their plants or do a horribly sloppy job. They don't care that they have to drive 45 minutes out of their way on the one day of a month that the business is open to save \$10 on something random, or that the super cheap cleaning team they hired may not actually show up. Not everyone cares that you get what you pay for, but just know that there's always someone willing to do it cheaper. And really in our case, there's always someone who has some naturally good photo skills willing to do it for free. So let's decide right now to get out of the price race to the bottom.

Look, here's the reality. The consumers who make their decisions based on the next big deal, don't really care about the extras, the special treatment, the relationship, the

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customization, et cetera, that you work so hard at bringing to the table as a boutique photographer. They literally will do anything to get the best and lowest price. We call them price sensitive buyers, and they're not customers I want, and I hope you will consider not wanting them either.

When you advertise a discount on Black Friday, here are three things that happen. First, you attract price sensitive buyers. They're literally just coming to you because your price was low enough this time. They will drop you the second they find someone else cheaper. Second, that sale also teaches your really awesome clients that you discount and they should wait for a sale. Why would they ever pay full price? And third, it devalues your brand because you become worth what that sale price is in people's minds. That \$850 11 by 14 portrait, well, now it's forever worth only \$500 or whatever that price is that you discounted it to.

So while it may give you a short-term boost in cash flow, it is doing more long-term damage to your business if you're boutique. If you are shoot and burn, where you give a jump drive or a downloadable gallery to your clients for like 200 bucks, you're already likely serving a price sensitive market. You're likely working all the time for little money, and gosh, during the holidays, isn't that what you really want more of? Heck yes. Don't you want to be decorating cookies and snuggling by the fire with the people you love versus putting everyone to bed and staying up all night, editing digital files? Yuck.

I remember when I was stuck in that broken business model. I was exhausted crabby mommy. That's part of what drives me to do what I do. I want to save you from being stuck in that stressed out place where I was. Sure, everything I teach in the boutique business model is to help you build a super profitable business, yes. But I want you to have your life back as well. I want you working with the best clients, the ones whose hand you can hold through the entire process of planning their wall portraits or their gorgeous books or albums, these heirloom treasures that they're going to give to their children as wedding gifts some day. The ones who want your help guiding them on what to wear and what locations you should go to. The ones

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who really appreciate the framing and the handholding you do to get the perfect artwork in their home.

They will appreciate you so much when you attract people who aren't coming to you just because you had a sale. These are the clients I love working with. They take off work to have hair appointments for their little girls and for themselves the day of the session. They order clothing specifically for the vision that I've created for them and with them. They will value the investment as something they treasure more than anything else money can buy. And they'll love it forever. They are the clients who gush on us to their friends and happily refer us. And my friend, they aren't shopping on Black Friday to find the cheapest photographer.

Now, before I jump into what to do instead on Black Friday than discounting, you might ask yourself, are you a price sensitive person? Were you raised by price sensitive people, always hunting down the biggest bargain? This definitely makes the conversation more challenging inside your head. But look, the good news is you don't have to be in your target audience. We don't have to value everything. You may not have invested a ton of money in photography. Here's a thing I won't ever buy a new car. But there are certain things I value like my Apple products, right? We all value different things. But if you're literally that person who is like, "I don't care about anything nice," you have a little more work to do than others.

My hubby and I love going out to our favorite local restaurants and having the same waiter every week and tipping well. I love getting my flowers at the local farmer's market and paying way more than I would at the Walmart down the street, because look, the owner was a client of mine way back in my ad agency days when I was starting my career. And he sold me super cheap, baby ferns. He ordered them especially in for me, ferns, yeah, for my wedding, because I needed big ferns for my table toppers and I didn't have much money. And he ordered them for me like half a year before my wedding. And I watered them and I transplanted them into bigger pots. And those were my table displays. And I will never forget that he did that for me. And I treasure and I value that relationship.

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And I don't care that I could drive a little bit farther and get super cheap impatiens. When you become a part of my community at the Joy of Marketing, you will start to look for, foster and value those relationships with other business owners, just like I do and just like all of the photographers in my community are learning to do.

I know you're saying, "Sarah, I know. I know. I know. Not to discount what should I do instead?" Okay, I'm coming at you. Get your pen and paper and write these things down because here are five things you can be doing on Black Friday instead of discounting your beautiful artwork.

Number one, I teach my students to go and photograph the right fit clients over Thanksgiving weekend. There are some people usually, hint, hint, the best buyers who aren't the freeple, cheaple price sensitive people out there trying to get a better deal, right? They're the ones who are busy, who value being taken care of. They're the ones who are hard to schedule. Like sometimes I have doctor clients who are off work and they're hard to get scheduled. Find them and photograph them.

College kids are coming home from college early this year, many of them are. And it serves families to get updated artwork. Make your focus to find those families with college kids home, who haven't had wall portraits lately, or maybe their kids were studying abroad or doing a mission trip for the last few years. And who knows when they may be leaving again. So this is such a great need that they have.

Number three, high school seniors. Oh my gosh, I have one myself. The senior year has been really hard and they've had their year yanked out from under them. They could use a fun session right now. And a lot of these times, these guys aren't even thinking about it. They're just in survival mode. So it's our job to remind them. Lots of younger kiddos are stuck at home with no fun school experiences. Provide one for them.

Gift certificates, number five. My gosh, how many husbands are looking for gift certificates and gifts for their wives? How many people are looking for gift certificates or gifts

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for their grandparents from all of the family? Let me tell you what. Grandparents love photos more than anything else. So why couldn't you go offer gift certificates?

And my favorite number six, guys, large extended family groups are great to photograph during the holidays. Sure. Some and many may not be getting together. And depending on where you are and how COVID striking your city, you may not be able to use this number six. But look, wear a mask, wear smart decisions, and you can serve these families who don't get to be together often. They want to do this and they need to do this. Again, I would never tell you to break the law or do something you're not comfortable with, but if you're comfortable and they're comfortable, this is amazing.

Also, smaller groups of local families are coming together a lot of times. What if you did something for them? And you made an experience out of a day when they're used to hanging out and being with their family all day. All you need to do is use your relationship skills you have and go out and find the people who need to be served.

Our job as entrepreneurs is to solve a problem. Whether people are aware or not that they have this problem, people need our artwork I believe now more than they ever have in the past this year, because it's been a hard year for everybody. And look, if you don't have these skills, the good news is there's something you can learn versus a talent you're born with.

I've spent the last 22 years creating systems. And these are the skills we teach in my programs, how to approach people and build relationships, how to get people gushing on you so you don't need to beg for clients, how to learn the steps which give you confidence versus guessing, and then losing your confidence, right? That's when all the head trash builds up. This is a really great time of year to evaluate your commitment to your business because your business should contribute to you making money, but also to giving you the freedom in your schedule to put your family first.

If you're sitting here this time of year, super frustrated with everything in your life and everything in your business, it's time to start thinking about how you can do things differently next year. We have a new eight-week workshop coming up in January. We also have a killer

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three-day live virtual event in February, all early in the year to help you get the education you need so you can finally commit to yourself. Please, in the meantime, do not have a Black Friday sale because as you start learning all of the simple step-by-step activities you can do to attract the absolute best buyers, it's only going to make it harder next year when you have to explain why you're giving it all away this year.

Hey photographer. Everybody likes to learn about themselves. Right? I know I do. If you've been in a rut lately and feeling burnt out about your business, I want you to know this. You're probably just operating under the wrong business model. Like Einstein said, "If you judge a fish by its ability to climb a tree, it will spend its whole life believing that it's stupid." That funk you're in, well, it's probably not you after all. You're just trying to climb a tree with fins. What business model fits your personality? Well, I created a five minute quiz to help you find out. Head on over to [joyofmarketing.com/quiz](http://joyofmarketing.com/quiz) and take the What's Your Photo Biz Soulmate quiz, and be prepared to have some serious insight dropped on you. I don't want you to waste one more single second feeling like anything less than the rocking photographer superhero that you are. Go to [joyofmarketing.com/quiz](http://joyofmarketing.com/quiz) and take the quiz right now. I guarantee you'll learn something that'll change the way you see your business, and will give you something positive and inspiring to think about all day.