

WORTH EVERY PENNY *joycast*[™]

As a photographer, I know that what we need more than anything right now, is connection. We need to be together. We need to be inspired to keep going. We need to heal. We need to grow. So hang with me, because I want to share what I do when I need massive inspiration, business strategies and new tools, and what I'm doing in 2021, to make sure you have that, no matter where you live in the world.

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.

For anyone new to our community, I want to share a little backstory for you. About 18 months ago, we realized that one of the things missing in our industry was a place for boutique photographers, where we could get together and be together and not focus on photography, because there are a ton of places to learn photography. But more importantly, learn how to run a profitable boutique business without going to a conference and sitting next to a person, who wants to spout out about how they only sell digital files and how Groupon is actually killing it for them. I wanted to have a place where you could sit next to a photographer, who has your same business model and the same dream to make money and put their family first. And how fun to get into a conversation with them about, how maybe you messed something up, the person next to you says, "Oh my gosh, I did that once too, keep going."

They don't ramble on and on about all the competition and, ooh, you shouldn't do that. And everybody just wants digital files and that's just not possible. Well, this past February, we hosted our first ever conference just for people like us, for boutique portrait photographers

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who dream of something bigger. It was a smaller conference, but we had standing room only with about 300 seats in Dallas, Texas. And it was amazing. The energy was infectious. The community was full of camaraderie. And this may sound crazy, but it really was one of the favorite things in my life that I've ever done. Watching photographers come together, getting them to believe in themselves, having hope for their business, and leaving with an annual planner for the entire year, with tons of notes. A month later, COVID hit. Mid-year, as we started planning for 2021, we started looking at all of the options.

How can we have this conference? Should we have this conference? And the answer really became clear, that no, we can't safely deliver in person, Go Boutique Live, the way it was in 2020. There are too many unknowns, but we also didn't want to cancel the event. I know you need this now more than ever, because we have to navigate a new sort of normal. We want to be that rudder in the choppy waters. We want to be that strong voice that you listen to. The one helping you believe in yourself. The one providing new strategies to use during these uncertain times. The one who will be the bridge to a fabulous future. Just like I opened my first studio two weeks before 9/11, we can make our own economy, if we do certain things, right. And we will always be okay. So, my team and I sat down and we said, "How can we do this event virtually and make it as awesome as it was in person? And is that even possible?"

So, we dug in and we started researching, how we could make Go Boutique Live, an experience better than 2020. What we refused to do, was a pre-recorded event, where we have a bunch of speakers and they send in videos ahead of time. No, thank you. Why would anyone want to do that? We also didn't want to do simply a webinar Zoom call. We've had a lot of those and they're great, but this needs to be bigger. And sure, I could go live on Facebook. Those are great for challenges, but we want this to be an experience. So, we started attending every live virtual event that we could. And people were trying, but it just wasn't the same.

Finally, we attended a live virtual three-day event, that we had planned on attending in person. And, OMG, it was like nothing we'd ever experienced. The host had these huge screens all around her, where she could see all of us live on video. We were interacting with her in real

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time, live in a way we wouldn't have been able to, even in person. So, that's where we were like, "Oh my gosh, this could even be cooler." We got a big box of swag that we opened before each program over the three days. So, it kept us on the edge of our seat, waiting for what was next. She was calling out our names constantly, interacting with us in live chat. We were going into breakout rooms. We couldn't even do that in person, because it would be too disruptive because, it would have stopped the flow of people on stage. And so, I don't know, I think this could be cooler and will be cooler than some of the things we do in person.

We could look at the lives of everyone on screen, in their homes, and they could look back at us. It was totally a different kind of engagement and intimacy. We were put in those smaller Zoom rooms, to work on things we were learning. Suddenly, we were pushing and encouraging each other, like a family, even though we'd only just met. So, here's what we did. Get this, we hired Tony Robbins' event team. Yeah. The people who took Tony Robbins' famous events with board breaking and fire walking, and brought that experience online. And we said, "Here's our challenge." And they said, "We can absolutely do it." So here we are, Go Boutique Live, get your pen and paper and write this down. It will be a three-day live virtual event, February 23rd, 24th and 25th, from early morning or whatever time zone you're in. Just plan on it, going from early morning till late at night. And you can adjust, when we get there.

But, last year we had so much going, we couldn't even get it in, in the two days. So, we're going three days instead of two. Listen, there will not be any recordings or replays. So, you've got to be there live. It's an experience. You can't watch a video of a party, or an event, or something that happened, and have it give you same result. Three days, full, long, awesome days, live and virtual. Here's the cool part. You don't have to travel. You don't have to leave home. But you do have to immerse. Just like you're leaving, get a sitter, go to the basement, go to grandma's, wherever, even make a closet if you need to. And give yourself a better 2021. We have tech limits and we have to produce swag boxes. So, the sooner you register the better. We can't guarantee the swag if you register late. And as you know, action takers are always rewarded. So, the sooner you take action, the better price you get.

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Look, we'll be digging into boutique marketing strategies, on how to get the right clients, who aren't price sensitive. The cheaps, the free people. We'll be talking about, how to serve your clients at such a high level that, you don't even think about the sales process, and being yucky and pushy, and all those things that we don't want to be. We'll be covering everything from branding to products, to pricing, along with so much inspiration and motivation, that you'll be ready to take on 2021 in whatever the new normal looks like.

Let me share a few comments from attendees last year. Kim Ingram said, "Finally getting my head wrapped around this wealth of information, I took in over the two days at Go Boutique Live. I met so many, like-minded, nice people at this event." Which is one of the things, I think is really special about our community. I didn't realize how alone I was in my business, because I just wanted to get my work done and go home and be with my family.

And when I started being part of a community, I realized, oh my gosh, my community needs this. Christi Slider said, "It was an amazing event. I'm already trying to get rid of head trash that I've had for a long time. From not being smart enough, from failing a board exam in another field, to not feeling like I was good enough. Thank you guys for reminding me, who I am, and whose I am. And that I do have a purpose. And I have been created for a purpose. I can't wait to use the planner for the rest of the year and ideas I got from this last weekend. Hopefully, I will get to meet more of you in the future."

We received message after message after message, from students who had been there, who were bubbling with excitement. And I want you to experience that too. Look, it's well worth the investment, to buy a flight, a hotel, an Uber, food out, new clothes, pack up the suitcase, and find a place for your kiddos for the few days that you're gone. But, this isn't the year for that. It's just not an option. I still want you to send those kiddos to grandma's, or wherever they can go for a few days. Because, with in-person not being an option, I want you to put yourself in a bubble, of learning and inspiration, so that you can bring your best self into the world in 2021. Because, it will be an experience like no other. Go to goboutiquelive.com, to get

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your ticket today. Goboutiquelive.com. And remember, it's February 23rd, 24th, 25th, right from your home. I'll see you there.

Hi friend. I know this has been a hard year for so many people in our world. And especially in the photography industry. There's so much chaos. So much unknown. And if you're like me, you're probably feeling like, this has got to get better. I know that what all we need more than anything right now, is connection. We need to be together with other boutique photographers. We need inspiration to keep going and we need to grow. And that's what my three-day, live virtual event, Go Boutique Live is all about, making your business better. It's the world's only three-day live event just for boutique portrait photographers. And this year, Go Boutique Live is 100% virtual. That means you can literally be anywhere in the world and attend Go Boutique Live.

Now, this is not a webinar. It's not a live stream. It's not some pre-recorded broadcast like other events you've probably attended online. This is a live interactive, immersive, three-day virtual event. Where I'm coming to you, using brand new technology that's never been used in the photo industry. I'll be able to see you and interact with you live, while you're seeing me and all the other boutique photographers attending Go Boutique Live. These are unprecedented times, but the bright side of that, is you have an unprecedented opportunity, to get access of three full days of training on what's working now for boutique photographers, without leaving home. With no flights, no hotel and no risk of sickness. This is your chance to immerse yourself in everything boutique. Grab your ticket now, before prices go up at www.goboutiquelive.com.