

**GPS Call #3 - QUESTIONS**  
**Tues, March 6, 2012 @ 1:00 pm**

1) I just did a photo booth at a big fundraiser filled with very affluent people. I did it kind of Disney-ish with people there to give women foot massages before they had they jumped in the photo booth. I had cards for them to join my email community and cards they received as they exited telling them how they could purchase the image with a portion of the sale being donated back to the charity.

- My follow up plan is to send these people a little game in a package and have information in there about upcoming events at my studio. I'm also considering giving them tickets to my fashion show. How would you handle the follow up?

2) I produce a fashion show in the spring which is my BIG marketing event for my portrait side of my business. My models sell tickets to the show and wear t-shirts to school telling people about it. I know that this year (since I'm new to this town) I need to send out some kind of mailers to local high schoolers. How would you tackle this? Should I spend the money now on making a game to send to them or do you think high schoolers would notice an invite to a fashion show for high schoolers since it's right up their alley? Also, this is my first year with moms with babies in the show and 8-12 year olds. Do you think my marketing pieces can all be the same - informing them of the show - or do I need to attack this differently for the different ages?

3) Any suggestions for working around school auction display limitations?

I have donated to many school auctions in the past and found a lot of resistance to anything large (I have provided a table top easel with a 16x20 canvas). Most just want a display that will take up as much room as the clipboard that it will displayed behind on a table, that is something that is not much bigger than 8-10 inches wide. Either no one is taking the printed piece from the display or they never put it out with the display. I have offered to each school that I will come in and set up the display for them, but they don't want that (I was allowed to do it at my son's school)

As a result, I haven't had much success at all. Only about 4 have followed through with the auction purchase, no new business from them at all and I had donated at least 12 a year over a 3 year period. I donated them all to private schools, primarily ones that had preschools and elementary schools. It makes me wary about spending a lot to try some them again.

4) Do you think we should show our pricing on our website or blog?

5) Question regarding gift certificates given out by other businesses for you. How do you overcome the clients that come in and only take what is on the certificate, say session and 8x10 ????? Also when donating to charities for auctions do you feel you may still get some of same response.

6) What are the do's and don'ts of optimizing Facebook as a marketing tool? Can you suggest how to best increase traffic to your Facebook page and how to quickly increase the number of fans you have?

7) I've always had a difficult time "tooting my own horn", and having the confidence to believe that, yes, I really \*am\* worth what I charge. I've found that my confidence flies highest when I'm with my clients, during a session or an image review session. All of my clients love my work and how they feel during their sessions, and I'd love to ask for them to send me something I can post on my website and/or blog as clients' testimonials... But I'm not sure 1) how to go about requesting this from them, 2) when I should request this from them, and 3) if there are "best practices" for requesting clients to give testimonials. I would truly appreciate any and all insight you might have!

8) On some of our certificates that are passed out by a local childrens store, we have listed on it \$50.00 gift certificate for session fee (good only with purchase of package). Do you think this is a "turn-off" by having on it that they have to purchase something? This is passed out when they purchase a certain dollar amount at store.

9) For auctions, what does your set up look like? One big printed piece and then a price list with handouts?

10) What does your prize look like. You said to give a dollar amount over a session fee etc. Normally my session fee is \$250 and I have a \$300 minimum print requirement. How would I go about donating with my pricing like this? Just a flat \$550 towards their session, or what?

11) When you co-market, what are some good things to make it worth while for both parties? I want to partner with my hair salon to do an event but I don't know what I would showcase. I'm not gearing it towards seniors, but more towards kids/family/headshots. How would you recommend both myself and the hair salon getting people to come to the event? Would we get their names and addresses when they come?

12) I have re-designed my Gift Certificate for charitable silent auctions based upon your recommendations on Calls 1 & 2. I am wondering if I should add under "\$300 Value" something like **"to be used toward the session and products of your choice"** to help clarify the certificate?

NOTE: at the top of the certificate it reads "Gift Certificate for" followed by two dotted lines. The name of the charity will be filled-in on the dotted lines. Any tips to improve this certificate is greatly appreciated.

13) What would be a great kid event? Here's what I have on the table. I just booked a display at Breadworks (lots of high-end moms and kids, highly visible wall) October 1st. They want to do an art opening event in the evening and will supply tapas at no charge to me. I'm thinking to work with a local wine vendor to do a wine tasting, and the local children's toy shop with whom I've already got an established relationship (something to tie in to holiday purchasing and gifts). Breadworks would like to also tie in to a charity and do some type of fundraising, so

I'm thinking to work with an established local children's charity with whom i've had a great relationship for years. Any ideas to tie this all together, keep me focused so it's cohesive, and make it a big success? Giveaway or fundraising ideas? fyi, i've been established for 10 years and have an email and mailing list of over 500 clients.

**14)** Regarding gifts for best clients: Could you please expand on the "Bundle of Note Cards" from WHCC. I believe these are press-printed fold-over cards that come in bundles of 25? Do you recommend printing one of the client images on the front of these cards? Inside left blank?

"Little Baby Gallery Wrapped Canvases from WHCC" - You mentioned giving your best clients this on Call 2. (Sorry, I am new to WHCC and have just submitted my test prints.) Could you specify exactly the size you are considering for this gallery wrapped gift?

**15)** When using templates, rather than hiring a graphic artist (sometimes not affordable), there are many sources that makes your advertising budget go a lot further. When developing a brand do you feel as long as you keep a color theme within the templates the same you get your brand across or are you referring to the designs themselves. Being there are so many options it gets confusing to make certain your are getting your point across. Also from one target market to the other. Such as children to seniors to family.

**16)** Question about Auctions: I know you mention auctions all the time. When you say auctions, what do you mean? Are they similar to silent auctions? Are they a benefit for a family with needs such as medical bills? What do you mean by auctions and how do you "find out about them"?

**17)** Do you include the session fee when you calculate your total sales for your projection of sales and does Success Ware calculate that in? In my bookkeeping I keep session fees separate. I do not charge sales tax on session fees so that money goes into a Session account. Then the sale of each product line goes into its own account ie.. Weddings, Families, Children, Seniors, etc. What is a good program to track my sales? I have Success Ware but I have not used it in a long time. I didn't find it to be very user-friendly back in 1996 when I bought the program. Should I try to get an updated version? I am using Quickbooks for my expenses but not for my sales. I put my income of sales on a spreadsheet and that takes a lot of time.

**18)** I want to build my children's business. I live in a big city. The names of new parents are published in the paper but I am having a difficult time finding their address. I have looked on line in the white pages without luck. Is there a way to do this that I am missing?

**19)** I would like some more clarification on holding an event. I am a family photographer, I understand the reasons I could use to hold an event but I am not sure what the event should be, as in what are clients and potential clients coming to do? I can't imagine they would come

just for a drink or a nibble and to see a new product. What sort of things could you plan for the event that would make people actually want to come?

**20)** If your brand caters to a more exclusive clientele, does it makes sense to host more exclusive events rather than big “bring everyone you know and invite the media-type” events? I'm trying to figure out the balance between having enough people, but making sure they're enough of the RIGHT people.

I'm finding it hard to design/find a single establishing piece that will fit in every situation - auctions, mailers, etc. Am I overthinking this? Does the bulk purchase price and the decreased design time outweigh the benefit of a more customized piece?

**21)** With the establishing marketing pieces when do you hand these out? I know you have very unique business cards so do you and these pieces out along with your business cards or do you save your establishing marketing pieces for events and auctions? ie like the spinny wheel things you have for seniors and families

**22)** When you talk about co-marketing with other businesses such as dentists...when you work on items such as Christmas cards for them to send out to their database/clients do you do something like regular 5x7 folded custom designed cards or do you go all out and do the really unique expensive stuff like you send out? ie. like the Christmas cards that fold out into a circle

**23)** When talking about gifting your clients around the holidays...do you only gift your 'best' clients or do you mean you just gift clients that have sessions and order products/prints for the holidays? I guess what I am asking is for example you gave out the frame ornaments as a gift at Christmas time...was that to every client you ever had, or clients you had around the holidays, or your BEST clients? I normally gift my client something with every order just the size of the gift depends on the size of the order and how much I love them, so wondering if the holidays is above and beyond...

**24)** We are having a customer Appreciation the end of this month. Can we roll out all of the programs that night? Baby, kids, family, seniors, adorable kids contest for April and may, etc... Are there good ways to roll them out and get people to sign up that night, weekend?

**25)** For fundraisers, do you offer a \$300 gift certificate and does it expire? Can it be used towards any products? Purse, jewelry? Or just prints. Do you offer discounted pricing for fundraiser clients.

**26)** I find packages hard to create. If I want clients to spend at least \$600 is that what your first pkg should be at? Do you create a Print pkg so they are \$30 a print vs \$50 ala carte? Do you create a pkg with collages? How do you determine what to put in them?

**27)** What are great incentives to get people to spend more? Purchase large wall prints and you get 4 gift prints? How many incentive levels do you create? I want people to spend at least \$600 and want \$1500+.

**28)** I love fundraising but need to make money with them. How?

**29)** How do you offer a pkg with say 3 of their files on a disk that they can print?

**30)** Taking to heart your advice to co-market, I have begun discussions with a local, very successful, real estate agent about gifting her a few complimentary portrait sessions to welcome her new clients to town. Any further details on this subject of co-marketing would be most helpful!

**31)** if there is room on the call to expand on "**jumping to the next \$500**" by creating packages that begin at \$500" (as discussed on Call 1 at roughly 23.44 minutes into the call). I am interested in increasing the average sale by adding **incentives**, "**collections of 9 or 3**" and would love to hear more.

**32)** NatalieDesigns1@aol.com has not responded to my inquiry email. Are you sure she is still in business?