



7 WAYS TO GROW
YOUR PHOTOGRAPHY
BUSINESS THROUGH
INTENTIONAL STRATEGY

*Day Six - Value, Pricing
& Finance Tracking*



Day SIX!! We're getting close to the end!

As you're putting in the hard work and building this business from the ground up, I'm cheering you on!

Today we'll cover something that you don't often see being talked about in the creative industry! However, I think it's one of THE most important things to keep your business healthy and allow you to make strong strategic decisions for you!

If you have questions while going through it, be sure to reach out at manalisonakkephotography@gmail.com

DAY 6: LET'S DIG INTO VALUE FIRST!

Let's think back to Day 2 when you outlined some fears & some dreams that your clients have! How do you help them avoid their fears and reach their dreams?

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What are some of your natural talents that come out in your business?

- 1.
- 2.
- 3.

I want you to make sure that you sprinkle these throughout your website (about & services page!), one line on your home page about it, and in your inquiry response!

Now list out things that you deliver / include in each collection. BUT I want you to write these out that showcase the BENEFIT your client receives rather than the FEATURE. What is the emotional benefit they experience, the fear they avoid or the dream they achieve through each deliverable?

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Now let's get to work and put this in an investment guide that you can send out to clients in your initial email response! Seeing pricing in a PDF / website page also trains them to realize that this is a FIXED price and helps you avoid price negotiators right off the bat!

As a rule of thumb be VERY careful discounting package prices since this devalues your service in their minds! It also shows that you're flexible on your service as a whole and sets the tone for the rest of your client relationship. Rather than discounting, if you feel inclined to, I'd ADD in a bonus for the same price instead!

VALUE BASED PRICING

Pricing your services can be an emotional ordeal but if you're looking to run a business and not a glorified hobby we need to make sure that you are pricing for a profit so you can continue to build your business and pay yourself from it!

Not only do we want to cover any internal costs that you might have to keep your business running and costs per client that you take on, but we also want to cover the cost of your TIME!! This is often overlooked but super important!

Here are a couple of questions to think through while determining pricing. As a tricky topic, if you're struggling with detaching your emotion from your pricing and making sure you're pricing profitably, I'd recommend reaching out a mentor that has been in business in your area a little longer to help you!

- What is the average cost of this service in your area?
- What is the average cost of living in your area? How much money would you like to ideally "take home" or pay yourself from the business each month or each year?
- How much money do you need on a yearly basis to run your photography business?
- How much money do you want leftover on a yearly basis to pour back into your business?
- How much money do you spend for each client shoot? Think cost of gas, travel, gifts, etc!
- How many hours does it take to complete a shoot / wedding? Does your pricing account for your time?
- Does your website / social presence / client communication reflect your current price point for each service?
- How many years of experience do you have for each type of service? Are you accounting for this in pricing? Are you raising your prices each year to reflect your growing experience?
- Are there any parts of your process that you are uniquely delivering to your client that most others aren't? This could be additional resources such as a preferred vendors guide, bridal guide, engagement session styling help, etc.
- Have you asked a past client how much they would be willing to pay for your service again after they went through your experience? Have you asked them how much the experience was worth to them?

YOUR INVESTMENT GUIDE

Create an investment guide with helpful information, your process & the investment for EACH type of photography service you offer!

This is definitely a PROJECT that'll take a couple of hours! Make sure you carve out some time in the upcoming month to do so!

This is where it'll be helpful to niche down to 2-3 types of photography! Or figure out a way to roll these into 2-3 guides since anymore becomes difficult to maintain on the backend!

I used Powerpoint to do this initially but you can check out Davey & Krista's Palm Shop or Pinterest/Etsy/Creative Market for templates for these!

Things you can think about including in your guide:

- Tons of portfolio images
- A little bit about you to establish a personal connection / your brand story
- How your process / your service is UNIQUE! What can they expect from working with you? What are values that come through in your business?
- A blurb about why photography is an investment they'll never regret
- Your general experience / process written out in an easy to understand way that positions your client as the main point of view, you can weave in emotion here!
- The benefits of the features that you listed out on the page above!
- Your pricing for each collection
- FAQ's answered
- Any booking information they might need to know
- Galleries of past work so they can get an idea of the full deal
- Testimonials from past clients and their pictures
- Links to helpful blog posts / helpful resources



YOU MADE IT THROUGH DAY SIX FRIEND!

You've over ALMOST there!!! I'm so excited to see how this guide helps you grow different parts of your business!

Be sure to post about your progress on Instagram for added accountability to make it through the challenge! Tag #MP7DayChallenge and @manalisontakke and I'll be sure to share your success!

If you're walking through the guide and need some guidance, feel free to reach out to me at manalisontakkephotography@gmail.com

I know this is a REALLY big topic that can be hard to tackle especially when we're emotionally attached!

I absolutely LOVE getting to serve other photographers by helping them put systems & strategies in place to avoid overwhelm and getting back to what matters most!

You can do this! I'm cheering you on & toasting to you!