**Prelaunch email or blog post – optional week of March 25.**

There are 3 sample blog posts to choose from here: http://www.thejoyofmarketing.com/pss-promotional-materials

If you don’t have a blog you may want to email out the content instead.

When to use this email / blog:

1. If you haven’t emailed your list in the last month. This will ‘warm them up’.
2. If you need content for your blog.
3. If your list isn’t doesn’t know who Sarah Petty is.
4. To increase the response of your peeps to click through and watch the video we’ll be releasing in launch email #1 below.

Recommended dates: March 25 – April 1, 2013

Subject: What To Say When Your Client Doesn’t Have Room on their Walls

Hi First name,

Very rarely will you sell to your photography clients without them bringing up a single objection throughout the process.

Rather than looking at these objections as a road block, it’s time to think differently when your clients say, “I don’t have room on my walls for large portraits.”

My friend Sarah Petty is a guru at overcoming objections in her photography business.

So I asked her to share with you how she handles this objection.

She put together this short article for you

I hope it helps you the next time you hear your client say “I don’t have room on my walls for large portraits.”

**What to Say To a Client Who Doesn’t Have Room On Their Wall For Wall Portraits**

By Sarah Petty

If you aren’t getting objections, then either you’ve already closed the sale, or the clients want to leave without buying anything.

Objections are not bad. In fact, they are opportunities for you to get to know what your clients are looking for and overcome any hesitations they may have. After owning my photography studio over ten years, I’ve come to expect some common objections when I sell to my clients. One of these objections is “*I don’t hang photos in my home.”*

For those of you who live in metropolitan areas where there just isn’t much wall space, this can be a very real objection you come across. Here’s a strategy I use to handle this objection in my photography business.

**Create products.** If you get this objection early in the process and your client legitimately does not have the wall space to hang your art, bring up album or book creation, so that you know to shoot the session using multiple backdrops, with several outfit changes, etc.

For example: “*That’s right. You live on the lake in the gorgeous home with glass windows so you don’t have wall space. I had forgotten. No problem at all. I have some really incredible new products you have to see. Not only do I have custom books, but I also have custom designed albums that you can have on your coffee table to flip through or display on your mantle over your fireplace. They don’t take up much space but are so cool! We also have some really cool metal tiles with images printed on them that come with their own stand. Also, an interior decorator I know has the coolest resource for easels to display larger portraits. I’ll pull some that I think would look great with the style of your home.”*

Through talking with your clients and getting to know them prior to you even picking up the camera, you can bring this objection out in the open early on, so that you can handle it and move on and you’re not in an awkward position during the sales appointment. Remember, objections are positive opportunities for you to conquer any worries your client has, and ensure that they leave feeling thrilled with their buying decision.

Sarah Petty is the owner of Sarah Petty Photography in Springfield, IL, one of the most profitable photography studios in the country according to Professional Photographers of America. Petty began her career in the marketing department at the world’s largest brand, Coca-Cola Enterprises, and went on to direct the marketing campaigns of many small businesses at a top regional advertising agency. After earning her MBA, Petty opened her boutique photography studio in 2001. She teaches photographers how to make a living doing what they love at her company The Joy of Marketing, [www.thejoyofmarketing.com](http://www.thejoyofmarketing.com) and is the co-author of the New York Times Best Selling Book, *Worth Every Penny: Build A Business That Thrills Your Customers and Still Charge What You’re Worth.*

**Email #1 option a SEND April 2:** Invitation to watch Sarah’s new video series

**Subject: Do You Need More Clients?**

**Audience:** Everyone on your list / facebook / etc. When they click on the link to watch the video and then enter their email address, you get credit if they purchase the photography selling system when the shopping cart opens.

Hi First Name,

If you've ever said this. . .

**"I just need more clients, because if I have more clients . . ."**

* I can do what I love and follow my passion
* I'll won’t be so stressed out all the time
* I can support my family

You need to watch this video from my friend Sarah Petty (INSERT your affiliate link).



I consider Sarah a friend. She’s someone who I personally have studied with over the years in growing my photography business.

NOTE YOU MAY WANT TO personalize this section and add how you know Sarah – whether you have personally studied with her, followed her courses, etc.

And if you haven’t met her or studied with her yet, you’re missing out.

She’s the real deal.

Not only does she have one of the most profitable photography studios in the country, but she’s also a wickedly smart marketer who wrote a New York Times Best Selling book.

When Sarah teaches, I listen.

And I usually have my staff tune in, too.

You don’t want to miss this video from Sarah. (INSERT YOUR AFFILIATE LINK)

She shares one of her biggest break throughs she made in her photography business and how she handles that first phone call to make sure she books the right clients.

Grab 20 minutes or so and tune in . . . then you’ll get access to an entire video training series on selling for free.

You won’t be sorry!

Cheers,

YOUR NAME

P.S. This is pretty cool…Sarah is actually going to answer questions you have on selling, too. You can leave them [under the video](http://www.photographysellingsystem.com) (INSERT YOUR AFFILIATE LINK) as Sarah will be jumping in to answer them!!!!

**Email #1 option b SEND April 2:** Invitation to watch Sarah’s new video series

**Subject: Are You Saying the Wrong Thing When a New Client Calls You?**

**Audience:** Everyone on your list / facebook / etc. When they click on the link to watch the video and then enter their email address, you get credit if they purchase the photography selling system when the shopping cart opens.

Hi First Name,

When you answer the phone and hear the voice of a prospective new client on the other end do you freeze up?

Hey…we’ve all been there from time to time.

But the thing is, that first phone call is so important (they are choosing you or your competitor based on that call) so you’ve got to learn how to NAIL it every single time.

Here’s a step-by-step video on how to make sure you’re saying the right thing on that first phone call here INSERT AFFILIATE LINK, from my friend Sarah Petty.



Sarah is someone who I personally have studied with over the years in growing my photography business.

NOTE YOU MAY WANT TO personalize this section and add how you know Sarah – whether you have personally studied with her, followed her courses, etc.

And if you haven’t met her or studied with her yet, you’re missing out.

She’s the real deal.

Not only does she have one of the most profitable photography studios in the country, but she’s also a wickedly smart marketer who wrote a New York Times Best Selling book.

When Sarah teaches, I listen.

And I usually have my staff tune in, too.

You don’t want to miss this video from Sarah. (INSERT YOUR AFFILIATE LINK)

Grab 20 minutes or so and tune in . . .

You’ll be blown away at how easy it is to nail that first phone call every time when you learn Sarah’s step by step process!

Cheers,

YOUR NAME

P.S. This is pretty cool…Sarah is actually going to answer questions you have on selling, too. You can leave them [under the video](http://www.photographysellingsystem.com) (INSERT YOUR AFFILIATE LINK) as Sarah will be jumping in to answer them!!!!

**Email #2 SEND April 6:** Reminder to your list to watch Sarah’s video

**Subject: Are You Scared to Talk Price With Your Clients?**

**Audience:** Non opens / non clicks on the April 2 email

Hi First Name,

When it comes to selling your photography are you dropping the ball?

If you’re getting killer images, but falling down when it’s time to sell the images to your clients, you need to check this out. (INSERT AFFILIATE LINK)



My friend Sarah Petty has put out a free video training series that walks you through, **step-by-step, how to handle the first phone call** so that you’re only photographing the right clients.

What she teaches willsave you tons of time in your photography business.

Not only does Sarah have one of the most profitable photography studios in the country that has grown every year for the last decade, but she’s also a wickedly smart marketer who wrote a New York Times Best Selling book and has an MBA.

There’s a ton of education out there, but when Sarah teaches, I drop everything and listen.

And I usually have my staff tune in, too.

You don’t want to miss this video from Sarah. (INSERT YOUR AFFILIATE LINK)

Cheers,

YOUR NAME

P.S. If you have questions after you watch the video, just leave them under the video (INSERT YOUR AFFILIATE LINK) as Sarah is jumping in to answer them.

**Email #3: SEND April 12** – after 10 am CST (8 am PST, 11 am EST).

**Subject:** Worth Checking Out

**Audience:** Your entire list

Over the past few weeks my friend Sarah Petty has put out some

really good videos about how to survive the heat from shoot and

burn photographers.

If your sales averages aren’t what you want them to be . . .

Or if you’re not as busy as you’d like to be . . .

You really should watch Sarah’s free video series. (INSERT YOUR AFFILIATE LINK)

Imagine how much more money you could make THIS YEAR if you could increase your sales average by just a few hundred dollars (most of her students increase it by THOUSANDS).

Sarah really goes deep in these videos on how to overcome your fears of selling and what to do and say when your phone rings with an interested client.

Her entire selling system, from start to finish including what she does when, how she does it, and why she gets the averages she gets from every single session is available for a limited time.

It’s really, really good.

The details are all here (INSERT YOUR AFFILIATE LINK)

I’ve seen the results past students have achieved from this program.

And it has been pretty incredible.

I’m willing to throw in this bonus from me if you invest in Sarah’s system here.

INSERT DETAILS OF YOUR BONUS….if you have one.

Limit your bonus to the first 10 buyers from you to create urgency.

It’s worth checking out – but don’t wait too long if you want to get my INSERT BONUS, too. INSERT YOUR AFFILIATE LINK.

Cheers,

YOUR NAME

P.S. Sarah’s programs always sell out. This is the best online selling workshop I have seen. If you need help with selling your photography, it’s worth checking out. INSERT YOUR LINK

**Email #5: SEND April 18**– after 10 am CST (8 am PST, 11 am EST).

**Subject:** Last Call for My FREE POSING GUIDE (or whatever your bonus is)

**Audience:** Your entire list OR Just opens from Email #3

Hi first name,

Just a quick heads up (because I know I’d want to know)….

I just heard from Sarah Petty and her Photography Selling System is really close to selling out.

The good news: There are a few more hours left to grab my posing guide (or whatever your bonus is) for FREE.

The not so good news: There are only 5 available. (insert whatever # is available based on what you promised).

So if you’re on the fence about investing in your business and learning how to sell your photography . . .

It’s time to decide if you’re in or you’re out.

The details are all here (INSERT AFFILIATE LINK).

Have a rockin’ week,

YOUR NAME

P.S. on the results from her past students in this course, I’d say the course is pretty much a no-brainer if your business isn’t where you want it to be. INSERT YOUR LINK