



Profitable Photo Organizing Course Workbook

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Introduction

Congratulations on enrolling in this course and investing in yourself and your business! It means you are serious and want to start strong with good work habits and create a profitable business starting TODAY!

You know that the VIP business model offering luxury services is the right one *for you*.

Whether you are...

- a brand new business owner or
- you already have your own business and you are adding services or
- you have decided to re-launch your photo organizing business...

YOU ARE READY!

There is no filler or fluff here. This workbook contains worksheets and guides to help you learn and implement...

- how to become confident with your pricing and be profitable
- how to market yourself naturally to get more VIP clients
- how to schedule VIP client appointments in your first month

We created each sheet with a specific purpose in mind and when you take the time to complete each one, you will see and measure results every single week.

We're here to guide you through the process of getting the VIP clients you want - because we all know that there is no real business without real clients.

Welcome to your new VIP business model where your passion meets profit in all the best ways!

Sherra & Rita

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Best Practices

Best Practices are success steps. Learning them, following them, taking action and implementing them is how you will build a Profitable Photo Organizing business. Some of the best practices are noted on slides in each module as well as some additional ones listed below.

Module 1 - Business Fundamentals

- Buy your name as domain
- Know your income goal

Module 2 - Connect & Engage

- Practice (no icon)

Module 3 - Find Your People

- Identify your ideal VIP client

Module 4 - Pricing Services with Confidence, the “Why”

- You cannot estimate what you cannot see
- Discovery Session (1/2 day up to 4 hours)

Module 5 - Pricing Services with Confidence, the “How”

- I work in 1/2 day sessions

Module 6 - Magic Lunch Dates

- 3 Days - 3 Ways to connect and engage

Module 7 - Magic Lunch Date Scheduled, Now What?

- Keep Records

Module 8 - Follow Up and Closing the Sale

- Follow Up
- Send thank you note
- Let me tell you how I work
- I work in 1/2 day sessions
- I do require prepayment to hold your spot in my work queue

Module 9 - Billing With Confidence

- I collect payment in advance for sessions
- Client communication record

**Profit is not
something to
add on at the end,
it's something
to plan for
at the beginning.**

Megan Auman



Module 1

Business Fundamentals Checklist

Use the [MWS income calculator](#) to set income goals

Buy your name as domain

Business headshot

Business email

Business email signature

Business phone/greeting

Customize and print these items in marketing set

- Business cards

- Rack cards

- Thank you cards

Join Association of Personal Photo Organizers (APPO)

- Create a custom URL for your APPO web page

- Begin to fill out your web page

- Start your certification



Module 2

“Tell Me About Your Business” Worksheet

I (what you do) for (who you serve) so that they can (master, overcome, defeat) their (struggling point) to gain (a huge benefit). -Nick Reese

Use the above formula for inspiration in creating your “tell me about your business” language. We have created a few examples to help you, but make sure that you use your own words and passion to create language that you are comfortable and confident with.

Heart Words

Technical jargon can make you sound distant, stiff and too formal. They are often a cover for our lack of confidence. Paint a picture....here are some examples of “heart words”.

Memories - Keepsakes - Priceless - Treasures - Privilege - Honor - Priceless memories
Treasured keepsakes - Precious photos - Library of memories

*I design **luxury photo albums** for **busy and overwhelmed** moms so they can easily share their **precious photos** with family and friends and spend more time making new memories.*

*I create **organized photo libraries** for busy and overwhelmed families so they can relax knowing their photos are preserved for generations to come.*

*I offer a **premium scanning service** for busy professionals so they can rest easy knowing their photos are organized and secured.*

Now write your own...



Module 3

Worksheet #1

Ideal VIP Client Traits

It is vital for your successful and profitable business to identify the traits of your ideal client. In this module we identified our top three traits:

1. Likeable
2. Not deadline driven
3. Affluent

What criteria must your ideal client meet? Here are some, add your own and create a list of 5 ideal VIP traits:

- *No deadlines - or very few.*
- *Allows me to work remotely (do not have to have on-site meetings)*
- *Values my services*
- *Values the results I am creating for them*
- *Is excited about the work being done*
- *Responds to questions in a timely manner*
- *Flexible (technology changes, etc.)*
- *Cherish photos*
- *Easy to work with*
- *Decision maker*
- *Affluent*
- *Trust*
- *Accessible*

Your VIP's Top 5 Traits:

- 1.
- 2.
- 3.
- 4.
- 5.

Broad > More Specific > Most Defined

=

Target Market > Niche Market > Ideal VIP Client

If identifying traits is challenging, think about the values you likely have in common versus a segment of the market that you have identified.

Go back to the "Tell Me About Your Business" worksheet in Module 2 if you are struggling with what market you have identified that you want to work with.

Everyone
is not
your
customer.

Seth Godin



Module 3

Worksheet #2

Top Ten Ideal VIP Client List (and where to find them)

You have identified the traits of your ideal client. Now, write down 10 people that you think might have those traits. Create a diverse list and use these categories as inspiration:

- Busy Professional/Executives
- Successful Business Owners
- Gatekeepers (receptionist at your doctor's office, nurses, admin staff, etc.)
- Past clients who could become ideal clients (if applicable)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step Two:

Double check the names you have written down, make sure you are happy with them. Make sure they match your Ideal Client Traits.

Step Three:

Pick your top 3 people. Write 1, 2, and 3 to the right of those names. These are the first 3 people that you will reach out to - take into consideration who has the best Ideal Client Traits and who is most approachable.

Progress Record #1

Halfway through the course! Celebrate Your TOP 10 Accomplishments

	<i>Accomplishment</i>	<i>Date completed</i>
1	I have my APPO web page profile and/or "About" page on website completed	
2	I have an updated professional headshot	
3	I have ordered my essential marketing materials from a printing company: business cards, rack card, thank you card	
4	I have crafted a personal and engaging "Tell me about your business" response	
5	I have practiced responding to the question "what do you do" and I am using heart words and not technical jargon	
6	I have identified the key traits of my ideal VIP client	
7	I made a list of 10 potential VIP clients to connect with and identified the top three. It is posted in my office	
8	I know I am likely NOT my ideal client	
9	I know my income goal and the ONLY time I use the phrase "hourly rate" is in association with my income goal	
10	I am confident in saying " Let me tell you how I work " when answering the question "how much do you charge" or "can you give me an estimate" starting with the phrase " I work in half day sessions... "	



Module 7

Sample Client Communication

Google Doc is easy to use

Information to Capture	Example Data	Your Notes
Ideal Client Name	Suzy Jones	
Phone Number	555-555-1212	Prefers texting
Email Address	suzy@aol.com	
Date of first contact	4/28/2019	
Date of Magic Lunch Date	5/12/2019	Added date to my calendar
Phone call notes: Parents are celebrating their 50th wedding anniversary in October Thomas (son) graduates from high school in June Australia vacation planned for February of next year		
Magic Lunch Date notes: Parent's anniversary celebration is in Italy!! Thomas was accepted to Harvard!!! Other son, Matthew is a sophomore in high school Loves to play tennis and her husband is an avid golfer Hates spinach :) Technology is "not her friend". Her sons get frustrated helping her on computer Has 3 old phones and 2 laptops she has saved because she knows there are photos on them		
Magic Lunch Date Outcome: 5		
Follow Up Action: Thank you email along with the agreement to work together Date: 5/13/2019		



Module 8

Magic Lunch Date Outcome & Action Guide WHAT HAPPENED?

The lunch appointment is over and one of five things likely happened. Use this guide to determine action and then appropriate next steps. Use this in conjunction with the Magic Lunch Date Contact Record.

1	Cold - Not Ideal Client (no photos, knows no one)- Action Items (one or the other)
	Genuine thank you
	Genuine thank you with a reminder that if they think of anyone you appreciate referrals
2	Cold - Would never pay for this service - Action Items (one or the other)
	Genuine thank you
	Genuine thank you with a reminder that if they think of anyone you appreciate referrals
3	Lukewarm - They Know Someone - Action Item
	Genuine thank you with a follow up email that they can forward and add their own message to introduce you.
	Record agreed follow up date on your calendar (if you do not hear from referral)
4	Warm! Interested but not ready to commit - Action Items
	Genuine thank you with permission to follow up on mutually agreed upon time
	Record agreed follow up date on your calendar
5	HOT! They want to work with you, where have you been all my life!! - Action Items (one or the other)
	Genuine thank you and schedule pre-assessment phone call to gather or collect more detail.
	Genuine thank you recap email that includes sending the agreement to work together

Not following up
with your prospects
is the same
as filling up the bathtub
without first putting the
stopper in the drain.

Michelle Moore



Module 8

Timeline Guide & Email Follow up

80% of sales require 5 follow up calls after the meeting.

44% of sales reps give up after ONE follow up.

SOURCE: MARKETING DONUT

Follow up is crucial to the success of your business. In order to cultivate any type of relationship you continue to connect and engage, make plans and meet up. Following up is the same thing. You met for lunch (coffee/dessert/etc...) and now you are touching base and reconnecting.

Don't give up just because you do not hear from them after your first follow up email. Remember it's not "all about you" meaning if they don't respond, it does not mean they are avoiding you! It is about being busy and life happening. Most people appreciate follow up because we are all busy! Follow up is part of your job now as a business owner. Following up will work, use the emails and the guidelines to make your success happen.

Track your email follow up using the **Magic Lunch Date Contact Record** and the guidelines below.

Guidelines:

Email **during business hours** and avoid evenings or weekends. This is professional and sets boundaries from the beginning.

Email #1: send within 24 hours of Magic Lunch Date.

Email #2: send 3-4 days after Magic Lunch Date. This follow up is to be sure they received email #1

Email #3: send 5-7 days after Magic Lunch Date. This follow up is asking "are you okay"?

After email #3 you will likely receive some correspondence (if you have not received sooner).

However, if you did not receive a response and you had identified the outcome as a # 3, 4, or 5 (per the Magic Lunch Date Outcome & Action Guide) add a reminder to your calendar to touch base and follow up by email or phone for 3 months out.

Follow up Example:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Magic Lunch Date	Follow up Email #1			Follow up Email #2	
		Follow up Email #3				

**80% of sales
require 5 follow up calls
after the meeting.
44% of sales reps
give up
after ONE follow up.**

Source: Marketing Donut

Progress Record #2

CONGRATULATIONS!

Celebration Summary

	Accomplishment	Know your numbers	Date completed
1	With my income goal calculated, I have confidently created my half day session rate, which includes a small buffer	\$	
2	In the beginning for short, limited time I can use the words “introductory session pricing” versus offering discounts to family or friends and I know my intro session rate	\$	
3	I’ve created email templates and am using them consistently for follow up!		
4	I have sent 3 or more emails to my top 10 VIP client list	___# of emails	
5	3 days / 3 ways - I am using my calendar and scheduling MLDs, attending a networking group and dedicating a specific day each week for phone appointments	___networking ___MLDs ___phone appts	
6	I have MLDs on my calendar. I know that I will LISTEN, get permission to follow up and create a strong relationship-based referral network	___# of MLDs	
7	I am using the MLD Contact Record and will continue to be consistent with my follow up and record keeping	___# of follow ups	
8	I have scheduled pre-assessment phone appointments to determine if I can help and to learn if person is potential VIP client (from referrals or networking groups)	___# of calls	
9	A potential client wants to hire me and I have sent an email and client agreement		
10	I received the client agreement and sent an invoice to reserve their Discovery Session date		
11	I have received pre-payment for my Discovery Session!		
12	Premium revenue streams are part of my VIP business model		
13	Profitable Photo Organizing is REAL!! I am delivering amazing results to my ideal client by following my VIP business model		