

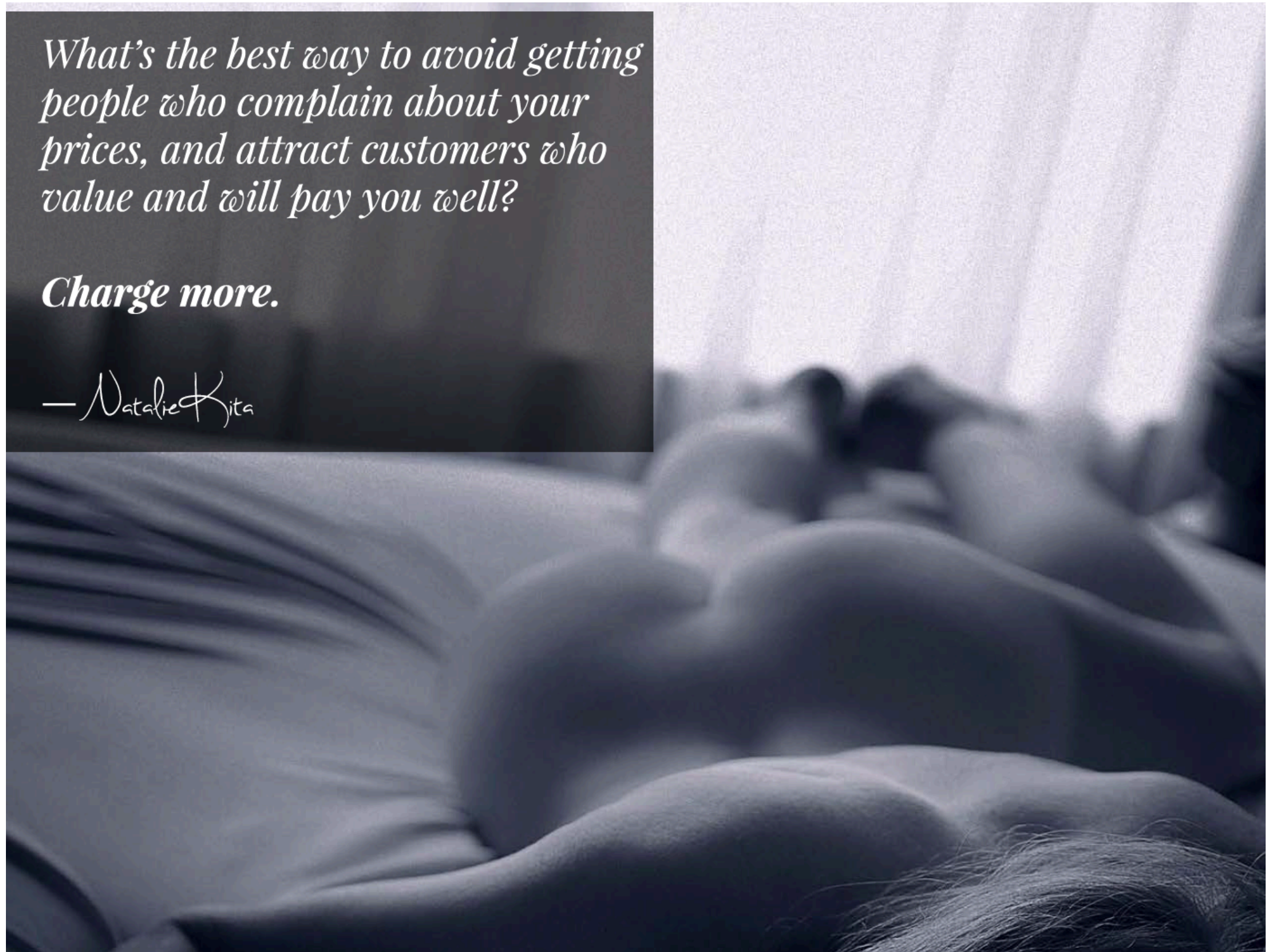
Sales, Pricing, & Money Mindset

(How to Make Real Money at This Boudoir Thing)

What's the best way to avoid getting people who complain about your prices, and attract customers who value and will pay you well?

Charge more.

—Natalie Kitta



GET GOOD AT SALES

(It's WAY Easier Than You Think.)

Do In-Person Sales for the most effective use of your pricing strategy

I cannot stress this enough. The first in-person sales session I ever did, I doubled my previous highest sale. I continued to increase sales with each one I did for the first 12 months of doing IPS, until I reached about 5 times my previous average sale. Since then, the growth has been slower, but continues.

There are so many reasons IPS makes such a huge difference that this could be an ebook all by itself, but I will try to hit on the most important ones here:

1. You are there to give her permission to spend money on herself. Left to her own devices, she will feel guilty about it. She will also feel guilty about loving the way she looks in the images, because we have “be modest” drilled into our heads from birth. You are right beside her to remind her that loving herself is a good thing and that it’s totally ok to say “Wow, I’m hot!” Without you there, her doubts will be a louder voice and she will start to fault-find in her images to ease the discomfort of feeling like she’s being immodest.
2. You are there to answer her questions and ease her confusion. (Remember, a confused mind says no.)
3. You are extending your relationship with her. (People want to buy from people, not businesses.) When you are right there with her, building a relationship, she likes and trusts you more, and therefore wants to buy more from you.
4. You are extending the experience of her boudoir shoot. Put out champagne, snacks, create a beautiful space, make it feel like a fun celebration. Experience drives emotion, and emotion drives sales.
5. You are controlling how the images are seen. The color on her monitor at home may be total crap. She may be distracted by barking dogs, a nagging husband, whining children, and telemarketing calls. NOT a recipe for high-dollar sales. When she’s with you, she is seeing her images in a way that showcases them best. She is focused on just those images and the way they make her feel. (Did I mention how emotions drive sales?)
6. She knows this is her one and only chance to see and purchase her images, and she will not want to leave any behind. In contrast, if she has an online gallery, she can screen shot them to look at them later. Once she’s looked at them enough, they are hers...so why should she purchase them? “But Natalie, they are low res and watermarked.” It doesn’t matter. She will still buy less if she knows she can still look at the ones she doesn’t buy. (If you think she didn’t screen shot them, I have a bridge I’d like to sell you.)
7. She is not influenced by secretly jealous friends or family members in her decision-making process. She is in a safe space with you. At home, with an online gallery, and her sisters and friends and partner/boyfriend/husband, she now has to take on all their own agendas and issues and biases and insecurities (as if her own aren’t enough!) Even well-meaning comments can sabotage her self-esteem and your sale. Don’t give the naysayers a chance to make her feel wrong or ashamed for owning her beauty and sexuality! IPS is yet another chance for you to help her see herself as amazing and beautiful. Take that chance. Help her be strong enough to believe it.

*“People don’t buy for logical reasons.
They buy for emotional reasons.”*

- Zig Ziglar

Priming for the Sale (Pre-Shoot)

When Booking:

- Get her excited, tell her she’s going to fall in love with every single image. Get her expecting to spend.
- Make sure she knows there’s no obligation to buy XYZ, but that most people do, because when you see the best pictures of yourself that you’ve ever seen, it’s hard to walk away from any.
- Tell them what your “average” client invests. (Nobody wants to be below average!)
- Send full pricing to avoid sticker shock and have them start thinking about HOW they can make it work.
- Invite them into your group at every possible opportunity so other ladies can show them what THEY bought. (Women want what other women have!)
- Have questions in your questionnaire about what clients purchased and why, and include that in your blogs and testimonials.

During Consult:

- Plant seeds - Show only your top albums, don’t even mention lower options unless asked.
- “Most people can’t bear to walk away from any of their images”
- Make a note of which album cover she likes, so you can show her a mock-up at her reveal. (Most people don’t have vision, you need to SHOW them!)
- Make sure she holds and touches the products. Talk about why you love each high-end cover, get her thinking. SHOW wall art, and talk about how this client put this here, and that client put that there, etc.

Priming for the Sale (The Shoot)

While Shooting:

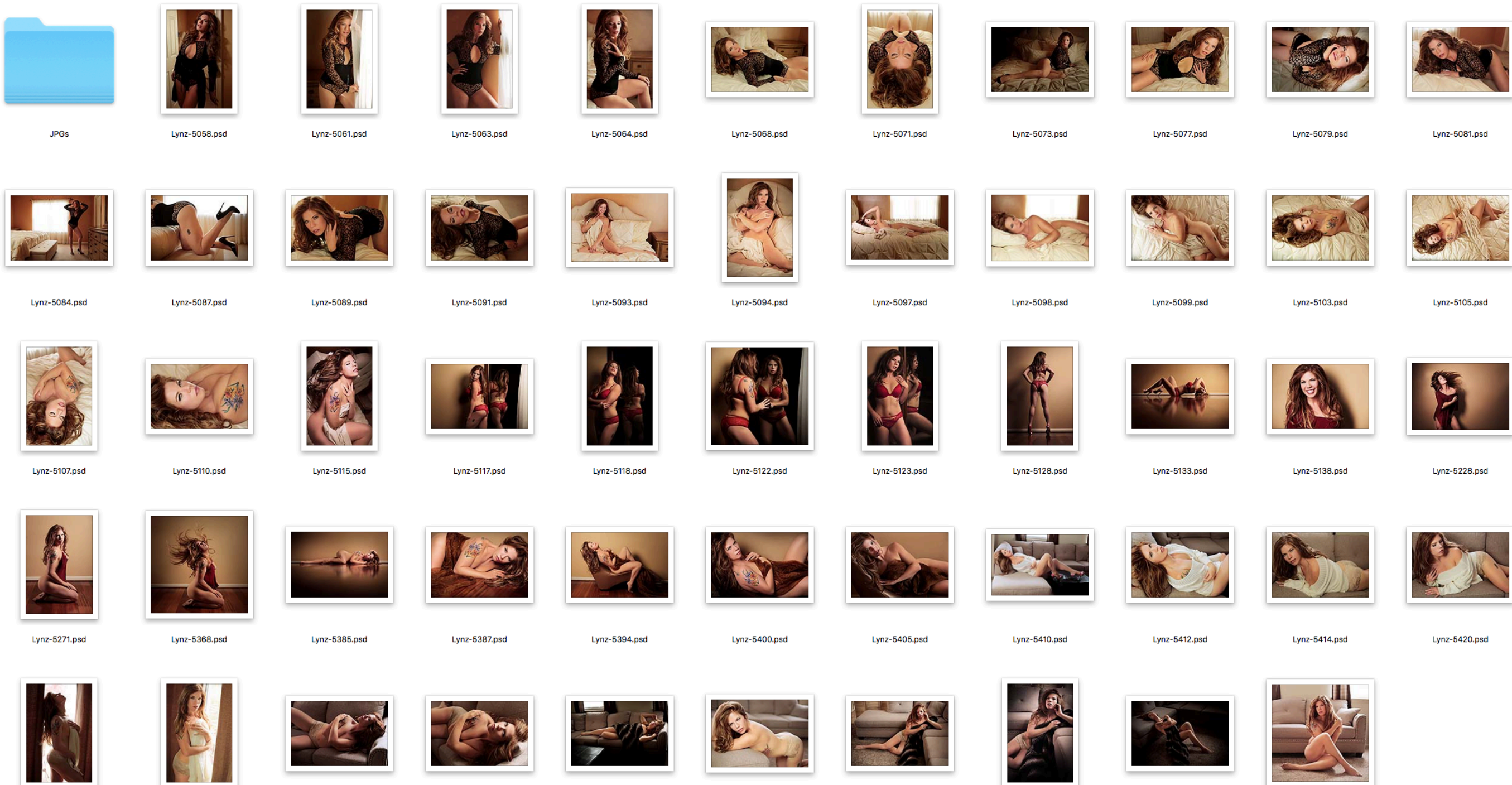
- Start with your most flattering set, ****overexpose**** and show back of camera, be super enthusiastic...
- Wait (or fish) for “OMG how am I ever going to choose?” “You’re not! You’re going to buy them all, it’s waaaaaaayyyy easier that way!”
- Make sure you shoot as much variety as possible. and honestly,
- Don’t waste too much time on detail shots. Those will be the first and easiest shots for her to let go of at the sale session.

Culling & Editing:

- Don’t always only go just for the most flattering shots, although that’s a big consideration. Focus on variety and then edit a less flattering shot until it IS flattering... because variety gets bigger sales.
- Another way to maximize variety in the images you show, if you didn’t get enough variety at the shoot: flip things, rotate them, crop them, add effects, make them black and white, etc.

My highest collection has 50 images - There are 53 unique images in this gallery. Here's why:

- Shows my willingness to over-deliver.
- A confidence-booster for her. "Your photos are so freaking amazing that I just couldn't narrow it down any further, so I went ahead and edited 53 instead of 50."
- Also plants that seed of NOT narrowing it down. If YOU can't, how can she?
- Gives her SOMETHING to say no to, so she has a feeling of power, even if choosing the highest collection.
- Gives me the choice to make even more money, OR to throw in the "extra" 3 images as a pull-through incentive and to make things EASY for her.



Priming for the Sale (Pre-Reveal)

- Prime them for bigger sales with sneak peek, and confirmation texts



Hello, beautiful! Thanks for an awesome shoot, you totally rocked it!! Here's your sneak peek / referral card. Enjoy!

PS Remember, if someone you refer books a full session, you also get a credit (\$50-100, depending on the type of shoot they book) to use toward an image purchase or new shoot!

You look like a red-headed Claudia schiffer in this shot!

10/29/19, 3:27 PM

Hi there! It's Natalie. :)

Just texting to confirm your Image Premiere and purchasing appointment tomorrow at 11am. I'm soooooo excited to show you how amazing you look in every single one of these images!!!

Please reply to confirm.

PS You will need to have your method of payment with you at your appointment. I accept any combination of all major credit cards, cash, and PayPal credit (6 months same as cash financing). You can apply here for PayPal credit: <https://creditapply.paypal.com>

See you tomorrow!

Your Client's Reveal

1. Walk them verbally through process first, to remove the inner dialogue and confusion and help them focus on the emotion of seeing the images for the first time. So, for instance, here's what I do.....
2. Start with emotion. Music, Transitions, etc. Everything should align with your brand, and with her emotional journey.
3. Assume the sale. (First thing you say after your slideshow?)
 - 1-How do you feel?
 - 2-Ok, so are we getting them all today?
4. Exhaust their choosing muscles with black and whites.
5. Anticipate objections, read their cues, encourage and praise them for SPECIFIC traits in their images.
6. MAKE IT EASY to “see” and go with your highest offerings (pre-design album and app, have a cover picked and mock up based on consult, choose a few pieces ahead of time that would look great as wall art and desk prints and SHOW them! Do special crops for wall art if you think they might be too shy to go full-bore on their walls) ***This also puts you in the right mindset, AND makes your ordering process super-easy. YOU design the album, not them. Assume they trust you, and they will.

The Power of the Pull-Through

Pull-through Strategy:

Almost everyone will come in thinking they're spending less... so here is how you pull them through to the next collection or higher:

Pull-Through Incentives:

- Session fee credit with qualifying purchase only
- Bonus items that are low or no cost to you - mobile apps, gift prints, Facebook cover photo or profile photo, extra images, black and whites PLUS color files,
- Lower per image price
- Album cover/album box upgrades or page upgrades
- Client loyalty credits toward their next session - plant seeds for couples shoot or including outfits/sets that you didn't get to this time

Getting Upsells / Add-Ons with Collections

- 1 - Leave SOMETHING out of even your top collection: i.e., page upgrades, folio boxes, viewfinders, calendar, custom phone case, desk prints/folios?
- 2 - Have a few pieces picked out for what YOU think would look good for wall art, maybe even a grouping with similar color tones.... Do some “anonymous crops” and mention those for wall art as well. SHOW THEM WHAT THEY WANT, don’t wait for them to do it.
- 3 - If you want more upsells, add a super-premium collection above your current top collection. If your top collection sells A LOT, you NEED one above it!
- 4 - Include a wall art “credit” but not wall art in any collection but your highest collection - encourages buying wall art, but does not encourage substitutions or discourage people from buying your tier 2 collection if they don’t want wall art. And you get extra money on top of the collection price, without your client calculating that in to her initial spend plan.
- 5 - Simpler album designs (one photo per page or spread) allows more room for upsells. You could even offer a “designer album” as an add-on with fancier layouts.
- 5 - Offer things they might not have thought of, from your “secret” menu, like extra two-page spreads, collages/groupings, extra large prints/murals, etc.

The Session Fee Credit

I believe strongly in including a conditional session fee credit for **qualifying purchases** AT the reveal only. Why?

1-Means I never sell less than my minimum happy number because nobody wants to leave \$500 on the table.

2-Means nobody ever forgets their credit card or goes home to think about it or talk to their husband about it.

3-Money spent is money forgotten. So they feel like they're only spending \$4000 total if they get that \$500 credit. And they feel like they're getting a deal because they had usually forgotten that was the deal and were thinking about prices without it.... so when they realize they get that extra \$500, it will usually help pull them into the next collection up.

I'm so excited for Friday that I cant even stand it..

My sister in law, [REDACTED] is up from Florida and wants to come with me to see the pics, if that's ok?

However, having said that, I don't want her knowing too much about what Ill be spending as far as grand total of it all, because its none of her business.

My plan is to purchase the Basic collection and probably decide on a metal print or canvas to start with. Ohhh, and do you have those unapologetically sexy sweaters in stock? I'll be using my paypal credit.

Is there a way that I could prepay you for the basic collection part of it now And Ill pay for whatever we decide on as far as the canvas or metal print while I'm down there, I don't mind talking about cost of that with her present.

I cant thank you enough for everything and I cant wait to see the rest. I would love to do it all again sometime, It does wonders for a girls confidence and I could definitely see myself blooming a little bit more with each session. Im so glad I did it <3

[REDACTED]

I'm excited too!!! Your photos are 100% AMAZING! (I couldn't even bring myself to narrow it down to only 50 when culling, so I'm editing a few extras for you).

I really prefer that people don't bring friends to Image Premieres.

First, I'm sure you remember how small my purple room is lol.

Second, there are exactly the issues you mentioned about pricing, etc. The truth is, you are quite likely to end up loving a lot more images than you're thinking you will (99% of my clients do!)

Third, there is no way to predict your friend's reaction to your images. I want you to choose what YOU like, and not be influenced at all by your friend. Sometimes friends and family can be well-meaning but surprisingly envious/jealous or judgmental, and I've heard absolute horror stories in this vein from other photographers who have allowed friends to be present at the Image Premiere.

And finally, there will be a whole process of choosing different options for your album, that will likely be very boring for your friend.

All of that said, forgetting what SHE wants, if YOU really want her here, you trust that she will be totally supportive and happy for you (NOT the least bit jealous or judgmental) and you feel totally comfortable with her seeing your photos along with you for the first time, I will cautiously make an exception for you. If you decide you really want to go ahead with this, I will need to know ahead of time so I can set up the room for 3 people. If she does end up coming, I will actually ask her to leave the room during any discussion of pricing, as a matter of my policy. That way you won't have any awkwardness about that at all, because I'll be the "heavy." lol

Please let me know how you wish to proceed.

Can't wait for you to see how STUNNING you are in every single one of these photos!

XO,

Natalie

Pricing for Profit

(How NOT to Be a Starving Artist)

The Big Pricing Mistakes Most Photographers Make Before They Know Better

Common Business-y Mistakes

- Crowd-sourcing your pricing
- Pricing based on your local competition
- Pricing based on your geographical area or your town's median income
- Pricing as a marketing strategy (to get clients, aka the "race to the bottom")
- Cost-of-goods based pricing
- Commodity Pricing (related to both COG and competition-based pricing)
- Setting prices withOUT knowing your true costs of doing business
- Setting prices withOUT knowing your true time investment per client
- Pricing based on the medium rather than on the image
- A "set it and forget it" approach to pricing
- Starting Your Price Menu From the Bottom

Common Mindset-Rooted Mistakes

- Pricing based on what YOU would pay
- Fear-based pricing
- Guilt-based pricing (Judging - Counting your client's money for her)
- Negotiating Prices (Nice Guy Syndrome)
- Not knowing or believing in your worth

Controversial / Bendable Mistakes (Mistakes That Are *Not ALWAYS* Mistakes)

- The "I'll Start Out Low and Raise Prices Later" Trap
- Selling packages up front
- Offering lots of discounts and sales
- "Budget" pricing gimmicks (ending prices in 99, loss leaders)
- Offering your special prices and promos mostly to NEW clients
- Offering too many options
- Putting full pricing on your website

“The idea of luxury, even the word “luxury,” was important to Arabella. Luxury meant something that was by definition overpriced, but was so nice, so lovely, in itself that you did not mind, in fact was so lovely that the expensiveness became part of the point, part of the distinction between the people who could not afford a thing and the select few who not only could, but also understood the desirability of paying so much for it. Arabella knew that there were thoughtlessly rich people who could afford everything; she didn't see herself as one of them but instead as one of an elite who both knew what money meant and could afford the things they wanted; and the knowledge of what money meant gave the drama of high prices a special piquancy. She loved expensive things because she knew what their expensiveness meant. She had a complete understanding of the signifiers.”

- John Lanchester, Capital

SECTION 1 - WHAT ARE YOUR FINANCIAL GOALS?

First, let's talk about your needs and wants. For these purposes, I am assuming you actually **want** to make a full-time living as a photographer. But even if you only want to use it as a side-income because you love your day job, or because you are a stay at home parent whose spouse pays most of the bills, you should still make enough "on the side" so that it's worth the time you take away from your loved ones and other responsibilities and activities. Therefore, this formula will apply to you regardless. Just fill it out as though photography were your sole source of income. Later, I will give you an option to account for any other income sources you plan to keep.

Step 1: Figure out how much money you absolutely need to make, per month, to pay your personal bills, buy groceries, put gas in your car, pay your taxes, etc. (Remember to be honest about how much your taxes will be if you earn this amount.) If you don't need to make any money for photography, because you are financially "set" by some other means, please do these numbers as though you needed and wanted to support yourself financially anyway. Because if you are not making enough for that, then you are not making enough to justify taking time away from the people you love.

Write that number here:

_____ (A)

Step 2: Figure out how much money you actually want to make, per month, so that you can live the lifestyle you desire. This is the amount that lets you go to movies and nice dinners, take a couple of vacations a year, and not have to say no to your kids all the time. (Again, remember to be honest about how much your taxes will be if you earn this amount.)

Write that number here:

_____ (B)

Step 3: Figure out your **dream** income, per month. What would it take for you to live in your dream home, drive your dream car, travel everywhere you long to go? (Again, remember to be honest about how much your taxes will be if you earn this amount.)

Write that number here:

_____ (C)

Step 4: Look at the numbers from steps 1-3, and figure out a number among or between those 3 that would be a good starting point for you. Your number cannot be lower than A, but can fall anywhere between A-C. This is the **only** place where I want you to take into account things like:

Your skill and experience level

Whether or not you are your family's sole breadwinner (You should be pricing as though you might suddenly become the sole breadwinner, even if you aren't now, but in this one spot, feel free to factor that in. However you still can't go below your answer "A" in Step 1.)

What you **believe** your market will pay (You are almost certainly wrong about this, but if you must factor it in, only factor it in here. However you still can't go below your answer A in Step 1.)

The number you arrive at should be a little out of your comfort zone, but not so big that you find it impossible to have faith in it. This is your **monthly income goal**.

Once you've come up with your best number, write it down here:

_____ (D)

*****Special Note****If you have other sources of monthly income that you plan to keep / want to keep, feel free to subtract that number from your income goal to arrive at the income goal specifically for your photography business.*

If that is the case for you, make that adjustment now and cross out the line above.

Write your new number here as your answer:

(or cross out this line if you do NOT have other income sources you plan to keep)

_____ (D)

SECTION 2 - WHAT ARE YOUR TIME COSTS?

Step 5: Figure out how much time you spend on each client's session, on average. (Either use a piece of scrap paper here, or get out your calculator.) Include time spent on any of the following activities:

- emails and phone calls (including the ones that happened before she booked you)
- meeting with your client
- arranging for the HMUA / booking the shooting space
- buying specific wardrobe or props for the shoot
- looking at her Pinterest board and making a session plan
- the photo shoot itself
- setting up for and cleaning up after the shoot and reveal
- cleaning any studio wardrobe she may have used
- uploading and culling the photos
- choosing, editing, and sending a "sneak peek"
- editing her photos
- getting together snacks and beverages for the shoot and /or reveal
- creating a slideshow presentation or proof wall for the reveal
- presenting her photos to her (however you do that, whether it's meeting her in person, (highly recommended), Skyping with her, or setting up and delivering and online gallery (please for the love of God no!))
- designing her album or formatting her canvas for print
- ordering her products
- driving to and from the post office, labeling and packaging her products, or meeting with her to deliver products in person
- following up with her, handling any concerns that arise, etc.
- assembling her gift bag

Add up those hours, plus anything else you do for your clients that is not listed above. Then add an extra hour to the time you've come up with, because you will always forget or underestimate something. This is your direct time cost per client.

Write that number down here:

_____ (E)

Step 6: Figure out how much time you spend on your business in one month that is not directly related to each individual client. Include any time spent on the following activities:

- accounting/filing/miscellaneous office work
- creating and ordering marketing materials
- blogging/newsletters
- social media posting and business-related interactions (not cat videos!)
- putting together proposals for partnerships
- reading related educational materials
- interviewing and training HMUAs/assistants or other studio personnel
- researching new techniques or ideas or products for your business
- meetings/conversations with other business owners to create cross-promotional relationships
- practice shoots
- editing practice
- watching YouTube tutorials on retouching / lighting / posing
- attending business or photography-related webinars
- finding and purchasing equipment/sets/wardrobe/hair and makeup supplies

List everything you do to improve your photography, client experience, and business. Be honest with yourself about how much of that time is really work-related. (Yes, I realize that unless you are a meticulous time tracker, most of these will be estimates. Just be as honest with yourself as you can.) Some of these tasks listed might be done on a weekly basis, some on a monthly basis, some on a semi-monthly basis. If the task is semi-monthly, then divide your number by 2. If it is something you do on a weekly basis, multiply those hours by 4.345 (average number of weeks in a month). Add those totals to your monthly totals.

Write that number down here:

_____ (F)

Step 7: Figure out your yearly time costs (the things you don't do on a weekly/monthly basis, but that you do for your business in the course of a year and don't get paid for by a client). Include time spent on any of the following activities:

- earning professional certifications or attending business or photography classes
- portfolio shoots and other free shoots (given away in contests, promotions, silent auctions)
- designing and creating new sets
- researching larger equipment purchases

Unless you are a fastidious tracker of your time, obviously, this number will be an estimate, but do your best to be honest about it. Once you have come up with the number of hours you spend on these things, divide it by 12 and write that number here: _____.

Now add it to your answer from Step 6 (F). The resulting number is your monthly "time overhead."

Write that number down here:

_____ (G)

SECTION 3 - WHAT ARE YOUR CASH COSTS?

Step 7: Figure out your direct costs per client. This is the average cost of goods you deliver to the client together with services you provide. These may be different from one photographer to another. (Not every photographer gives clients a swag bag, for instance.) So if you don't purchase the things I list below, that's fine. If you purchase something I don't include, add it. This is just a list to get you thinking about all the things you actually spend money on in your business. Photography is not a cheap business. Every penny counts. We will figure out your general overhead in a minute, but first, here are some of the things you need to include in figuring your direct cash costs per client:

- hair and makeup artist
- assistant
- by the hour or day studio/hotel suite rental
- gas/parking/tolls to get to and from the shoot location
- snacks and beverages for your clients
- gift bag for client
- average cost of the products you deliver to each client (I realize this will be different for each client, but if you're struggling to come up with this number, go through your last 10 clients and add up all their products costs to you, then divide by 10 for an average number spent on things like albums, prints, flash drives, canvases, CDs, etc.)
- shipping and handling / packaging

Is there anything else? Think about it. Add up all of those costs. Then add an extra \$50-\$100 per client (I'll leave that to your discretion), because you always forget or underestimate something. This is your direct cash cost per client.

Write that number down here:

_____ (H)

Step 8: Figure out your yearly overhead (general business expenses that cannot be tied directly to any one client). Again, feel free to add anything to the list that you spend on your business, as there is no way to make a 100% exhaustive list that would work for every single business. Include the following:

- studio rental/utilities (If you have a home studio, estimate the amount of utility usage is a result of your business.)
- advertising/marketing/promotional items
- referral fees paid
- giveaways / charitable donations
- professional association fees/dues
- business license
- business insurance
- accountant
- legal fees
- trade publications
- business software and online services like Quickbooks, 17 Hats, Animoto, StickyAlbums, Adobe Creative Cloud
- plug-ins, actions, templates, and presets
- computer hardware
- photographic equipment like cameras, lenses, lights, sync triggers/receivers, light modifiers
- digital storage and backup (LiveDrive, DropBox, iCloud, etc.)
- music licensing for slideshows and video promos
- memory cards / cords / adaptors
- backdrops and sets
- makeup and hair products
- wardrobe / props
- studio repairs and upgrades
- studio maintenance (lawn service, cleaning service, security)
- phone, internet, skype, fax
- web hosting and design fees
- workshops, classes, and conferences
- books/ebooks/online courses

Add up those costs and divide the number by 12. This is your monthly overhead.

Write that number
down here:

_____ (l)

SECTION 4 - HOW MANY CLIENTS CAN YOU SERVE?

Step 9: How many hours are you willing to work per week? Be sure to be realistic about how much you can handle along with the other demands of your life, and still be able to enjoy time with your loved ones and doing things that feed your soul. Now take your weekly hours and multiply that number by 4.345 (the number of weeks in a month). Round it off to a whole number to make this easier. This is your monthly time investment.

Write that number
down here:
_____ (J)

Step 10: Subtract your answer "G" - your monthly time overhead (_____) from your answer "J" - your monthly time investment (_____). This number is your monthly client time allotment (how many hours per month you have left over to directly serve your clients.) (_____).

Write that number
down here:
_____ (K)

Step 11: Take your answer from "Kt" - how many hours you have left over to work per month after subtracting your non-direct client business hours (_____) and divide it by your answer from "E" - your direct time cost per client (_____). If this number ends in a fraction, round down to the nearest whole number, because things always take longer than we think they will. This is how many clients you can serve in a month.

Write that number
down here:
_____ (L)

SECTION 5 - HOW MUCH (ON AVERAGE) DO YOU NEED TO GROSS, PER CLIENT?

Step 12: Divide your answer “H” - your monthly overhead (_____) by your answer “K” - number of clients you can serve in a month (____). Then add your answer “G” - direct cost per client (____). The end result is your total cash cost per client.

Write that number
down here:
_____ (M)

Step 13: Take your answer “D” - your monthly income goal (____) and divide it by your answer “L” - how many clients you can serve per month (____). Then add your answer “M” - your total cash cost per client (____). This is how much, on average, you need to gross per client.

Now, add 10% to that number. (Multiply the number by 1.1) This is your “contingency” cushion, and yes, you need it. (I’ll explain why later.)

Write that number
down here:
_____ (N)

Creating Your Pricing Menu

Step 1: Build your middle offering, not the highest and not the lowest. This is your target number, and it should be right around the number you came up with in Step 13 (N). Round it off (I recommend rounding up!) as need be, but it should be very close. It should also be the offer where you show your clients the greatest amount of value, and where you include the best pull-through incentives (products you know almost all of your clients will want - i.e., a mobile image app, digital files, etc.), to make purchasing this item or package a no-brainer.

Step 2: Build your lowest offering. This offering must meet several requirements:

- It should offer enough value that your client doesn't feel cheated, but it should take away about twice as much value as it takes away price from your middle offering. So, for instance, if your middle offer is 20 images in an album with an upgraded album cover, plus a custom mobile image app for \$2000, your lower offer should be 10 images in a **smaller** album (**with no app and only the lowest-end cover material**) for \$1200. In this example, depending on how you price your apps and upgrades, you've taken away about \$1400 value while only reducing price by \$800.
- It should be enough that even if a client really did purchase it, you would still not have wasted your time doing the shoot and all the other work that went into this client.
- It should "get em in the door," but should almost never actually be sold. If people are buying this offer on the regular, you need to raise the price and lower the value, then **increase** the value on your middle offering.

Step 3: Build your highest offering. This offer, in my opinion, should offer even more value than your middle offer, but perhaps by adding items that aren't your most popular purchases (i.e., large wall art groupings for boudoir clients). Most importantly, it should be high-priced enough to make your middle offering seem like a bargain.

FINAL STEP: Put it all together in a way that is easy to follow and read, pleasing to the eye, and in line with your brand. My recommendation: Unless graphic design is a passion and strong suit of yours, use a template. You can buy a great price menu template for \$5-15 on Etsy or Creative Market. It's more than worth the hours you'd spend creating something from scratch. Just make sure what you purchase aligns with your brand. If you can't find anything that aligns with your brand, and you still want to go the DIY route, I highly recommend Canva.com. They have tons of templates and branding kits that you can customize.

NKB Signature Experience: \$500

This session includes:

- Pre-shoot consultation & wardrobe styling
- Professional hair styling and makeup application
- 2 1/2 hour shoot with 3-4 wardrobe looks on your choice of 3 in-studio sets, with full professional pose and expression coaching
- Access to the Studio Wardrobe and Accessory Closet, and Shoe Lending Library (in-studio sessions only)
- In-person Image Premiere and purchasing appointment
- Full professional retouching of proofs***
- \$500 credit toward the purchase of any collection, when purchased at your first scheduled Image Premiere appointment. (NO session fee credit is offered with any la carte purchases.)

Mini Session: \$250-\$350*

Pricing depends on the studio set chosen. (White sheet bedroom set - \$250; Other standard sets: \$300; Complex, outdoor, or "wet" sets: \$350) This session includes:

- Pre-shoot consultation
- Professional hair styling and makeup application
- 40-minute shoot with one wardrobe look on one set, with full professional pose and expression coaching
- In-person Image Premiere and purchasing appointment
- Full professional retouching of proofs***
- \$250 credit toward the purchase of The Basic Collection, when purchased at your first scheduled Image Premiere appointment.. (Credit is NOT offered toward purchase of single images or little black book.)



THE ULTIMATE COLLECTION

6300

****a \$16,930 value!****

- 50 Images, delivered in your choice of a 12x12 or 10x10 luxury album with luxury album box (\$10,950 value!)
- Companion album in your choice of covers and sizes with luxury album box (\$950 value!)
- High resolution digital companion files of every purchased image, with print release, delivered on a custom crystal and chrome flash drive. (\$2,550 value!)
- Three 20x30 metal prints or gallery-wrap canvas (your choice) wall art pieces (\$1380 value!)
- FREE 8x12 standalone metal print (\$100 value)
- FREE custom mobile image album app (\$250 value)
- FREE Sexy Cinema Slideshow (\$250 value)
- \$500 credit toward your next photo shoot (your next session fee is FREE!)

THE PLATINUM COLLECTION

4500

****a \$14,350 value!****

- 50 Images, delivered in your choice of a 10x10 or 8x8 luxury album and luxury album box (a \$10,750 value!)
- High resolution digital companion files of every purchased image, with print release, delivered on a custom crystal and chrome flash drive. (\$2,550 value!)
- FREE custom mobile app (\$250 value)
- FREE Sexy Cinema Slideshow (\$250 value)
- FREE 8x12 standalone metal print (\$100 value)
- \$200 wall art credit
- \$300 client loyalty credit toward your next photo shoot



THE GOLD COLLECTION

4000

****a \$11,700 value!****

- 40 images delivered in your choice of a 10x10 or 8x8 luxury album with luxury album box (an \$8,700 value!)
- High resolution digital companion files of every purchased image, with print release (\$2,000 value!)
- FREE custom mobile app (\$250 value)
- FREE Sexy Cinema Slideshow (\$250 value)
- \$150 wall art credit and \$150 upgrade/add-on credit
- \$250 client loyalty credit toward your next photo shoot

THE SILVER COLLECTION

3300

****a \$7100 value!****

- 30 images delivered in an 8x8 standard album with standard album gift box (a \$6500 value!)
- FREE custom mobile image album app (\$250 value)
- \$150 upgrade/add-on/wall art credit
- \$200 client loyalty credit toward your next photo shoot

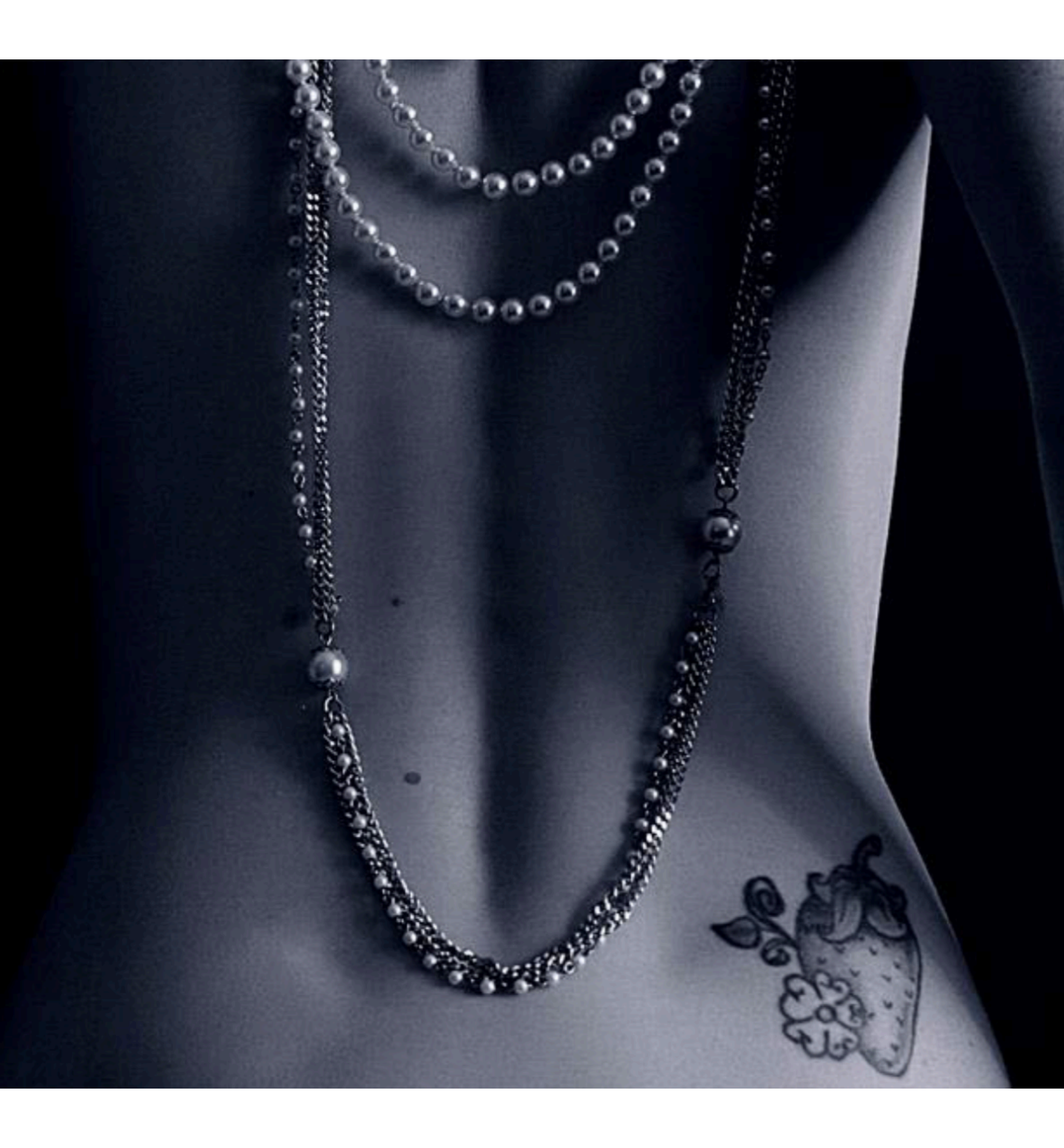
THE BASIC COLLECTION

2400

****a \$4750 value!****

- 20 images, delivered in an 8x8 standard album with standard album gift box (a \$4500 value!)
- \$100 upgrade/add-on/wall art credit
- \$150 client loyalty credit toward your next photo shoot





A LA CARTE

Our collections offer far greater value, and most albums are only available with collections. However, a la carte purchases are also an option, as follows:

Books/Albums

- \$1400 for 7x7 basic album with 10 images
- \$600-\$900 for 5x5 little black book with 4-6 images

Single Images

- \$200 each for prints up to size 8x12
- \$250 each for high resolution digital images

For the Screen

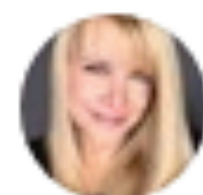
- Custom Mobile App with purchased images: \$250

Metal or Canvas Wall Art

- 16x24: \$500 (only \$380 as a collection add-on)
- 20X30: \$600 (only \$460 as a collection add-on)
- 24X36: \$700 (only \$540 as a collection add-on)
- 30X40: \$800 (only \$620 as a collection add-on)
- 48x60 metal collage with 24 square images: \$3000 (only \$1400 as a collection add-on)

PLEASE NOTE: No session fee credits are offered for a la carte purchases.

7 years ago



Natalie Kita



October 19, 2012 at 2:27 PM · ▼

In 1991, I paid a professional photographer \$800 for a photo shoot and 10 finished prints. I did my own hair and makeup, there was NO SUCH THING as Photoshop retouching back then (not that I needed it, I was 21 and smokin hot). My shots were gorgeous, and I cherish them to this day. As hard as it was at that time to spend that amount of money, I have NOT ONCE regretted doing so... A whole helluvalotta inflation has worked its magic since then...yet someone still complained today that my ridiculously LOW-PRICED holiday special which includes a photo shoot, partial retouching of all digital proofs and one finished, fully retouched print plus digital download ***in the year 2012*** is "not worth the cost" at \$100. Whatever. Go strip down to your panties in Walmart, pay \$39.95, and good luck getting magazine-quality shots out of it (and getting them to erase your cellulite and muffin-top).



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33 Comments

Share

*“Unless you can demonstrate your benefits,
all you are left to compete with is price.”*

- Jeffrey Bry

1. You can't command premium prices if your work is not premium. If you expect clients to invest in you, invest in them and in yourself. Invest in education, improve your client experience, and practice, practice, practice. Don't be cheap with your lab choice, and don't be stingy about paying for education to refine your craft. Don't expect clients to value you and your work if you don't put real value into what you're doing.
2. You can't command premium prices if your client experience is not premium. Is your studio clean, clutter-free, and attractive? Do you provide a silky robe for your client to wear in between sets? Does your studio smell nice? Do YOU smell nice? Do you smile and make your client feel welcome? Do you encourage and compliment your client? When you reveal the client's images, are they presented beautifully on a big screen tv or on a quality-printed and matted proof wall or luxury proof box? Does everything about your studio, your appearance, and your staff (if applicable) align with your brand?
3. You can't command premium prices if your professionalism is not premium. Professionalism is a big umbrella. It covers how you talk to people on the phone (and how long you take to get back to them in the first place). It covers how you conduct yourself during the shoot, both in word and deed. I mean, we all know not to touch our clients inappropriately or say overly-sexualized or objectifying things to them, right? But are we aware of how unprofessional it is to tell your client personal tales of woe or to rant on about politics or religion or veganism or whatever? Any time you make the experience about you, instead of about her, you are being unprofessional. It's not that we can't get personal with our clients. We can. But it must be led by — and focused on — the client. I'm also not saying you shouldn't let the client get to know you too. You absolutely should... Just be mindful of the line between personal and professional. Remember to never assume the client feels the same way you do about a particular subject. Make sure not to say anything that makes the client feel judged or unsafe in any way. This experience should be fun, joyful, and special for her. Take care not to compromise that with your conduct or speech.
4. You can't command premium prices if you don't believe you are worth it. If there are things from the above that you need to work on and fix, then by all means, do it. And once your work, client experience, and professionalism are all in line, then you'd better start believing in what you have to offer. Believe me when I tell you that they will pay you premium prices when you give premium service and have a premium attitude and belief system.

*“The higher the price you have to pay,
the more you will cherish it.”*

-Lloyd C. Douglas, The Robe

More Hot Tips for Pricing:

1-Make it very unappealing to go with lower offerings.

1-Have an a la carte menu as well as collections, to demonstrate the value of your collections. It is also psychologically easy for them to swallow “session fee credit with collection purchase” than “session fee credit if you spend at least \$xxxx.”

2-Have a public pricing menu, and one just for you. This helps keep it simple, and gives you the power to easily calculate add-ons, upgrades, and deals and bonuses you’re willing to throw in to get the pull-through.

3-Once you have 10% of clients buying your top collection, get rid of your bottom one and add another one above the top one. Or, alternatively, raise your prices.

Your Exclusive Discount Code for
The School of Boudoir Store
(Please Do Not Share This Code)

RETREAT50SOB

Money Mindset

(Get THIS Right to Make Everything Else Work!)

*“Winners focus on winning.
Losers focus on the winners.”*

- Unknown

- It's all about focus. What we focus on is what grows in our lives.
- Focus is a HABIT. You may need to redirect several times a day, several times an hour, or several times a minute... but eventually, it becomes a habit.
- Use a “switchword” and “switchpic” to train your focus toward an abundance mindset.

“Excuses cost you more than they buy you.”

- Jemite Ope Ibrahim

False, limiting belief #1:

I believed I couldn't do in-person sales because most of my clients drive 1-3 hours to shoot with me and there was no way they'd drive that far again for an Image Premier appointment. I was wrong. Very wrong.

False, limiting belief #2:

I believed I couldn't charge higher prices because I was not booking enough clients even at my lower prices, and most of the people who called were telling me I was too expensive already... so of course I wouldn't book any clients if I raised prices. This one was soooooo wrong, I can't even describe to you how wrong it was. Turns out raising my prices almost completely eliminated people telling me I cost too much.

False, limiting belief #3:

I believed I couldn't compete with all the cheap-as-dirt photographers in my area if I raised my prices. This one was only half-true. As it turns out, raising my prices made those cheap photographers no longer my competition, because we were not competing for the same clients any more (you know, the ones who want everything for nothing). In fact, raising my prices a lot made it so that I have no competition.

False, limiting belief #4:

I believed I couldn't be a high-end studio because my studio was in my home. Again, I was wrong. It's all in how you spin it. I sell my home studio environment as more comfortable and more discreet, as well as lending a more “authentic” feel to my clients' images.

False, limiting belief #5:

I believed that because I didn't have formal education or a lot of experience, I couldn't charge as much as someone who did. This may have been the most inaccurate excuse of all. Not one single client has ever asked me about my education before hiring me. They care only about the images I can produce for them and how I make them feel.

ENOUGH ABOUT ME, WHAT ABOUT YOU?

Flip Your Fears Exercise

Step 1: What do you think it is that is holding you back from meeting your financial goals? (Just pick 2 for now)

Step 2: What are the fears you have about making more money?

Step 3: What are the fears you have about NOT making more money?

Step 4: What do the voices in your head tell you whenever you have a great money-making idea?

Step 5: Now that you have a list of your limiting beliefs, flip them into affirmations.

Rules for Crafting & Using Affirmations

- Keep it positive.
- Keep it present.
- Keep it simple.
- Choose your language carefully.
- Repetition is key.
- Expect resistance and push through anyway.
- Use questions instead if needed.

Affirmations for Confidence in Your Prices

- I welcome price inquiries as new business opportunities.
- I am happy and proud to answer inquiries about my prices.
- I am confident in my pricing.
- I state my prices with calm confidence.
- I am confident in the value of the service I offer.
- I feel good about my prices and value.
- I know that I am worth what I charge, and then some.
- Clients get a tremendous value in me and my work.
- The right clients know that my prices are more than reasonable.
- The right clients know I'm worth my prices and more.
- The right clients will find a way to afford me, because I'm worth it.
- I am comfortable holding out for the right clients.
- I am comfortable and confident whether a prospect books me or not.
- I am worth every penny I charge, and more.

Affirmations for Business Success

- I am a smart and successful business person.
- I make the right decisions for my business.
- Others are drawn to me and value me.
- I make valuable contributions to society with my work.
- Everything I touch turns to gold.
- My business is thriving.
- I can make art AND make money.
- I see new opportunities all around me.

Affirmations for General Abundance

- I open to the flow of great abundance.
- I feel good about my financial success.
- I have a happy relationship with money.
- Money loves me and wants to take care of me.
- Financial abundance is my reality and my destiny.
- Money comes to me easily.
- I am a money magnet.
- I am living the life of my dreams.

THE ABUNDANCE BADASS BLUEPRINT

High Vibe Daily Practice: Tracking Abundance

INSTRUCTIONS

You are going to start writing down EVERY PENNY that comes into your life. For this practice, you may use an old-fashioned note pad, or you may use the Notes app on your phone.

For me, I use my iNotes app. I make a new note for each month, and I write each date of the month on a new line, then I add more lines for each date if there are multiple streams of income for that day. I also use quick notes to indicate the source or client.

For instance, for a business owner with multiple streams of income, November might look like this:

November 2019 \$\$\$

1-\$2500-Susan photo sale
\$79.83-Amazon shop payout
2-\$.01 parking lot
3-\$1200-Jim-Mentoring
4-\$157-insurance refund check
\$80 rewards gift card
5-\$197-ebooks
\$58.22-investment dividends
6-\$43.99-Amazon Kindle payout
\$500-Carrie-photo shoot booked
7-\$250-Sarah installment plan
8-\$280-painting sold
\$150-couch sold-craigslist
\$25-cashback mastercard
9-\$9764-e-course launch

and so on, through the end of the month...

And then, every time money comes in - I get a rebate check in the mail, I make a sale, someone repays a debt to me, I find a penny on the ground... whenever, however it comes, and no matter how much, I write it down with a word to indicate the source. But first, I say either out loud or in my head, "Thank you, Universe! Send me more, please!"

That's it, easy-peasy!

This little practice is so quick and simple and may even seem silly at first, but it really does help you to focus in on being open to receive, and it starts you in the gratitude habit, and noticing the abundance all around you... And the more you notice and are grateful, the more you'll start to receive... and it starts a beautiful snowball effect!



THE ABUNDANCE BADASS BLUEPRINT

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What You'll Learn

- Basic Principles of Manifesting Abundance
- How to Raise Your Energetic Vibrational Frequency (and why)
- How to FIND and GET RID OF your mental, emotional, energetic, and spiritual Money Blocks (These are real and they are exactly why you don't YET have what you want.)
- How to clear your "stuff" to make room for your new life.
- How to change EVERYTHING by changing your language
- New Mental Models (or maps) to switch your perspective to that of a wealthy person (millionaire mindset).
- How to get EVERYTHING in you and your life into ALIGNMENT so you stop working against yourself and live in a state of ease and flow.
- Daily Practices, Hacks, and Habits that will super-charge your manifesting and put it mostly on auto-pilot so it feels natural and practically effortless.
- Exactly what to do and say when doubt creeps in, when old patterns pop up, or when life hands you lemons - Don't get derailed, use it as Manifesting FUEL!

*"What you think, you create.
What you feel, you attract.
What you imagine, you become."*

~ Anonymous



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Why It Works (and What Is Different Here)

- Other courses are incomplete, focus on only one aspect of manifesting, are missing BIG pieces to the puzzle, and / or put the cart before the horse. I will introduce you to methods that, once you put them into practice, will become not just what you do, but WHO YOU ARE.
- I will be holding your hand, and giving you personal attention with Live Group Coaching Calls, Q & A support in the Facebook Community, and more.
- This course takes a practical, integrated approach. It deals with you as a whole person, and blends science, psychology, spirituality, emotion, and common sense... and gives you tools to be sure that what you learn here can easily be applied in real life situations.
- I use a technique called "Immersion" — We will tap into all of your senses, address all learning modalities, activate more of your brain, and reach you no matter what kind of learner you are.
- We will harness the power of your physical body, which is often ignored by "spiritual" programs. This is a BIG mistake!
- We will focus on creating total alignment among your thoughts, feelings, emotions, beliefs, physiology, vibration, and actions...so you stop sending the Universe mixed signals, stop sabotaging yourself, and finally see results.
- We will embrace ease and flow through the practical science of automation. (Just wait until you feel the power of this in your life. Very exciting!)
- I will introduce you to THE most powerful manifesting energy in the Universe. (Nobody has EVER told you about this before!)

Your Exclusive Discount Code for
The Abundance Badass Blueprint
(Please Do Not Share This Code)

RETREAT50TABB

GIVEAWAY TIME!!

Sponsored By McKenna Pro

- 30x40 Canvas
- 20x30 Metal Print
- Integrity Album - Any Size, Any Cover
- 8x12 Easel-Back Metal Print