

AUDIOBOOK EXTRAS



SHOOT LIKE A NINJA

Exercises, visuals, and supplemental
material for audiobook listeners

CHRIS GARBACZ & YUAN WANG

Shoot Like a Ninja: Audiobook Extras

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SHOOT LIKE A NINJA

Exercises, visuals, and supplemental
material for audiobook listeners

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STEP 1:

Craft your niche

Exercise: Values and beliefs

Take a piece of paper and a pen – you might want to use a fresh notebook and return to it for future exercises in this book – and have a quick brainstorm.

Ask yourself the following questions and make some notes. Do this in whatever way comes naturally – whether bullet points, a mind map, full or fragmented sentences, or just words and phrases. If you're more visual, draw doodles that represent your answers, and/or use different colours to highlight different questions/themes. Feel free to use any of our examples if they hit the nail on the nose, or have a think outside the box and see what comes to you.

- What qualities do you most admire?

Come up with ten if you can. E.g. courage, honesty, risk-taking, caution, going against the current, sticking to the plan, being humble, standing out, taking the road less travelled, authenticity, being adventurous, kindness, empathy, joie de vivre, rebelliousness, attention to detail, blue-sky thinking, taking things slow, failing fast...

- How would you describe yourself?

One way to go deeper when you're asking yourself questions is the '5 Whys' approach. This was invented by Sakichi Toyoda, the founder of Toyota, back in the 1930s.

Here's an example: You might describe yourself as hardworking. Why? Because you put the hours in and do the job till it's done. Why? Because you want to do a good job. Why? Because you care about the result. Why? Because you want people to be delighted and 'wowed' by your work. Why? Because happiness comes from reliving those moments through your photography and that's what drives you.

- How would others describe you to your face? If you get stuck, try the 5 Whys.

- *How would others describe you if you weren't in the room?! Does this marry up with how you want to be perceived – and with how you perceive yourself?*
- *What matters most to you in life? Definitely consider the 5 Whys here.*
- *On your death bed, with one last breath to impart one final piece of wisdom to your loved ones about how they should live their lives, what would you say?*

Circle words in your answers that jump out at you and key concepts that are important to you. Can you distil this down to three to five key words or phrases that represent your core values?

Think about your story – does it communicate these values?

HERO



Self-sacrifice | Courage
Redemption

Wonder Woman
Nike • Harry Potter

MAGICIAN



Intuition | Cleverness
Charisma

Disney • Dyson
Steven Spielberg

CREATOR



Creativity | Imagination
Self-expression

Lego • Apple • Adobe

SAGE



Wisdom | Intelligence
Truth-seeking

Harvard University
BBC • Oprah Winfrey

RULER



Power | Confidence
Leadership

Mercedes-Benz
Rolex • Beyoncé

INNOCENT



Purity | Trust
Wholesomeness

Dove • Nintendo
Forrest Gump

12 BRAND ARCHETYPES

Which brand
archetype are you?

EXPLORER



Independence
Bravery | Freedom

Jeep • Indiana Jones
National Geographic Society

LOVER



Faithfulness
Vitality | Appreciation

Chanel • Häagen-Dazs
Godiva Chocolate

CITIZEN



Respect | Fairness
Accountability

Budweiser
Ikea • Target

CAREGIVER



Compassion
Patience | Empathy

Salvation Army • Patch Adams
Johnson & Johnson

JESTER



Humour | Originality
Irreverence

m&m's • The Onion
SpongeBob SquarePants

REBEL



Risk-taking | Provocation
Brutal honesty

Harley-Davidson • Gordon
Ramsay • Richard Branson

Photographers and their archetypes

Here are some examples of how photographers from around the world have established their brand archetypes through their work and the way they communicate about their photography.

PHOTOGRAPHER	Sam Docker
WEBSITE	https://samdocker.co/
TAGLINE	Authentic and genuine moments, creatively captured.
PHOTOGRAPHY STYLE	Artistic, emotive. Unexpected, delightful moments.
ARCHETYPE	Creator
ATTRIBUTES	Creativity Invention Unique point of view
APPROACH IN THEIR OWN WORDS	<i>I'm constantly creating. From the second I step out of my car on the morning of a wedding, right through to the moment I get back in at the end of the night, I don't stop making creative decisions. I don't stop watching, observing, moving or documenting, and I always just go with the flow of the day, there's very little in the way of a plan or shot-list. Instead, I follow my gut.</i>

PHOTOGRAPHER	Alex Cearns (Houndstooth Studio)
WEBSITE	https://www.houndstoothstudio.com.au/
TAGLINE	The strongest bonds we create are those with our animal friends.
PHOTOGRAPHY STYLE	Intimate, humorous, will tug on your heartstrings.
ARCHETYPE	Lover
ATTRIBUTES	Affection Faithfulness Unity
APPROACH IN THEIR OWN WORDS	<i>We love your pets like our own. At Houndstooth Studio we see your pet as you see them. That inquisitive head tilt. The lolloping gait. Their exuberant, rough and tumble play. Their eternally loyal and loving smile. We see all of these nuances – they're hallmarks of your pet's individual personality – and we capture them in timeless portraits of exquisite detail and full colour.</i>

PHOTOGRAPHER	Erika and Lanny Mann (Two Mann Studios)
WEBSITE	https://twomann.com/
TAGLINE	Transcend wedding photography.
PHOTOGRAPHY STYLE	Transported to another world. Romance set in magnificent landscapes.
ARCHETYPE	Explorer
ATTRIBUTES	Originality Craving new experiences Avoiding boredom
APPROACH IN THEIR OWN WORDS	<i>Our adventures in wedding photography began on a mountain summit during our very first date. That's when we discovered our mutual passion for adventure and each other. Our goal is bold and simple; we want to tell your wedding story through compelling images that transcend wedding photography. We believe that wedding photography doesn't have to be safe and boring.</i>

PHOTOGRAPHER	Kristen Cook
WEBSITE	https://www.kristencook.com.au/
TAGLINE	Love chaser. Light painter. Storyteller.
PHOTOGRAPHY STYLE	Monochrome or muted colours, timeless, tender.
ARCHETYPE	Innocent
ATTRIBUTES	Purity Sense of wonder Unconditional love
APPROACH IN THEIR OWN WORDS	<i>Newborns are infinitely giving and authentic. They are soulful, vulnerable, honest and pure – my aim during sessions is to connect with those qualities in each and every newborn baby I have the pleasure to photograph. My style of newborn photography is that I am totally baby-led during my sessions. Your newborn is my ultimate guide, with a strong focus on love, light and texture.</i>

PHOTOGRAPHER	Joel Alston (Barefoot and Bearded)
WEBSITE	https://barefootandbearded.com/
TAGLINE	Fuck tradition!
PHOTOGRAPHY STYLE	Unconventional, moody, finding beauty in the ordinary.
ARCHETYPE	Rebel
ATTRIBUTES	Risk-taking Provocative thought Brutal honesty
APPROACH IN THEIR OWN WORDS	<i>Wedding is a dirty word that society uses to create a preconceived process of how to marry your spouse. This forces couples to spend thousands of dollars to create a spectacle to impress their family and friends without deep, conscious consideration on what they actually want to do to celebrate their relationship. We must start educating society on more alternatives for how to get married!</i>

Exercise: Your archetype

Take a look around these photographers' websites. Having seen how these guys own their archetype, pull out some paper or your notebook and have a think about how you would fill out the fields for yourself.

- *What's your tagline?*
- *What's your style?*
- *Does this resonate with a particular archetype and its attributes?*
- *How would you describe your approach?*

Exercise: Your customer persona

Sit down, pull out some paper or your notebook and brain-storm a list of characteristics for your ideal customer. Use the example above as a reference.

Think of their:

- Name
- Age
- Gender
- Occupation
- Location
- Household size
- Education level
- Income level
- Current situation/perception

Now let's dig a little deeper. The reason we're doing all this work is so we know how we can find our ideal customer – and, more importantly, how we can put ourselves out there so that they can find us.

Let's really explore the preferences of this persona. Start by writing down what you already know about your ideal client. Then ask yourself:

- What people or organisations already have your ideal customers as clients or users?
- What kinds of entertainment do they consume?
- Where do they get their news?
- Where do they find services?
- Where do they watch videos and what do they like to watch?

- *What do they like to listen to? Music or talk radio? What podcasts do they listen to?*
- *What magazines do they subscribe to?*
- *What types of books do they like to read?*
- *What blogs and/or newsletters do they subscribe to?*
- *What are their hobbies?*
- *What clubs do they belong to?*
- *What associations or groups are they members of?*

If you can't answer the above questions easily, you will need to conduct more research, which can be as simple as looking things up online or setting up a few interviews with your existing clients. An easy way of setting up an interview is to take a customer out to lunch or for a coffee. Here's an example of an email that you can send:

Hi Sally,

I had so much fun working with you, I was wondering if I could pick your brain about a few things that could improve my services. Are you available for a coffee and if so, when is a good time?

Cheers,

Chris

Once you have written down answers for the questions above, make a list of five to ten channels, websites or platforms where your ideal client can be reached.

For each channel, determine the destination where your client will most likely make an enquiry, and also identify the content that you will need to create in order to engage your client.

Exercise: Your products

Grab your pen and have a think. What are your current products or product ideas? List them out.

Are you already operating in a niche, even a super niche? What kinds of ideas can you come up with that would work well for that niche? Say you're a destination wedding photographer who specialises in heli-weddings in mountain and lake locations or in water-access-weddings on remote beaches. Is there something tied to or from the unique spots you visit that can be incorporated into your product somehow, perhaps in the design or the delivery? Or is there something you could incorporate into your service when you're at the location that would make it truly unique? Perhaps you're a family portrait photographer who prefers to visit families in their own homes to capture the most authentic interpretation of their lives. Could family keepsakes or an important element from the family home be tied into your product or service somehow?

Think about whether this is something you can incorporate alone or whether you'd need help from a supplier. Either way, what are the associated costs? Do these weigh up against the benefits of having this niche product? Come up with more than one idea and perform a cost-benefit analysis for each one.

Nothing is set in stone – experiment! Some ideas may not make it off the page and that's fine. Others may evolve into something else entirely once you start doing the research. Perhaps a supplier you speak to suggests a tweak that results in something extraordinary – or you discover from them that the idea just can't be done. Remember, you can always go back to the drawing board. Some ideas may not grab your ideal customer; others might give you wings.



STEP 1 SUMMARY: CRAFT YOUR NICHE

Here's a quickfire summary of the key points to remember and revisit from Step 1:

- Discover your niche to stand out from the crowd.
- Tell your story to communicate your core values.
- Consider your archetype to help build your brand.
- Identify your ideal customer so you can create a customer persona.
- Develop your product niche to offer something out of the ordinary.
- Build recognition through a variety of credibility-boosting activities, such as winning awards, getting published, running workshops and speaking at events.
- Find a community that supports you and sets you up for success.

STEP 2:

Campaign and attract

Exercise: Goal setting

Grab your notebook or hop onto your laptop and open a spreadsheet – it's time for some sums!

These are the top five questions you must ask yourself:

1. What are my costs per job? Consider costs related to your products, time and equipment.
2. How many hours are required to complete a job?
3. How much do I want to make?
4. How much do I want to charge? Here, as well as being led by your answer to question 3, you'll want to consider the market rate for services similar to yours.
5. How many clients do I need? In its simplest form, this could be the answer to question 3 divided by the answer to question 4.

ou could switch the last few questions around as well, depending on your situation. So, you could ask how many clients you want to work with in a period, then how much you want to make. The latter divided by the former may indicate how much you should charge. But again, you'll want to take the competition into consideration.

Keeping the answers to these questions in mind will help you set realistic and measurable goals. Ask yourself: When do I want to achieve my goals? (How many hours do I want to put in?) Using the SMART framework, you can then articulate your aims.

One goal might be: To book in six clients in the next six months for my \$3,000 package, by offering a promotional discount code to thirty florists in the region, ten of whom I have an existing relationship with, and dedicating \$500 to a Google advertising campaign.

Whatever your goal, ask yourself:

- *Is this specific?*
- *Is this measurable?*
- *Is this attainable?*
- *Is this relevant?*
- *Is this timebound?*

If an element is missing, tweak your goal until it fits the bill.

Example: Identify your preferred channels

CHANNEL	DESTINATION (point of enquiry)	CONTENT REQUIRED	TARGET LEADS
Referrals	Website/ Facebook/ Instagram	Timely response to incoming messages/email	8
Google Organic Search	Website	Landing page which is ranking well for 'wedding photographer Byron Bay' or 'family portrait photographer Byron Bay' or 'pet photographer Byron Bay' etc.	5
Google AdWords	Website	Search ad and landing page	5
Facebook	Facebook business page	Facebook ad and video	5
Instagram	Instagram profile/Website	Instagram posts or reels	5
3 rd Party Blogs	Website	Guest blog articles, e.g. 'Top 5 mistakes to avoid when hiring a wedding photographer'	2
			30

CHANNEL	DESTINATION (point of enquiry)	CONTENT REQUIRED	BUDGET	TIME	TARGET LEADS
Referrals	Website/ Facebook/ Instagram	Timely response to incoming messages/email	-	8 hours for general upkeep	8
Google Organic Search	Website	Landing page which is ranking well for 'wedding photographer Byron Bay' or 'family portrait photographer Byron Bay' or 'pet photographer Byron Bay' etc.	-	10 hours for copywriting and creating page	5
Google AdWords	Website	Search ad and landing page	\$250	10 hours for creating and monitoring ads	5
Facebook	Facebook business page	Facebook ad and video	\$250	10 hours for creating and monitoring ads	5
Instagram	Instagram profile/Website	Instagram posts or reels	-	12 hours for creating weekly posts	5
3 rd Party Blogs	Website	Guest blog articles, e.g. 'Top 5 mistakes to avoid when hiring a wedding photographer'	-	15 hours to write 3x articles	2
			\$500	65 hours	30

CHANNEL	DESTINATION (point of enquiry)	CONTENT REQUIRED	BUDGET	TIME	TARGET LEADS



Anna Hardy on her website

(<https://annahardy.co.uk/>):

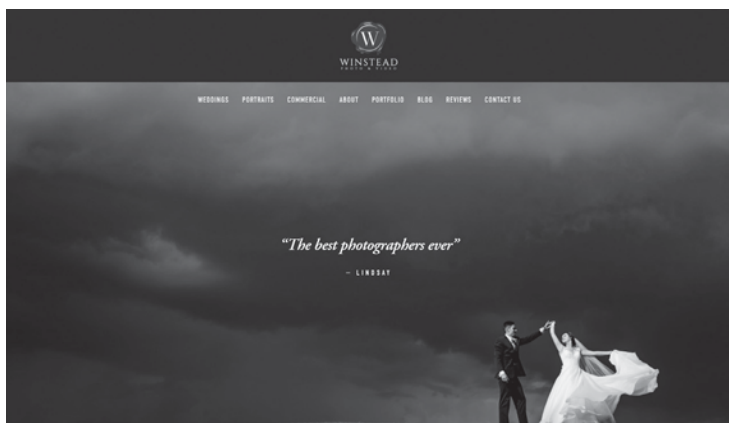
It's honest and it's open; it's instantly clear what I'm all about, what's important to me, and the specific kind of people my photography is for. The right kind of people instantly know they're in the in the right place.



Rick Liston on his website

(<https://rickliston.com/>):

I created my website using Flothemes' unlimited design customisation and I freaking love the ability to bring anything I can fathom into action, yet also have a whole catalogue of stunningly designed blocks on offer for when I'm feeling creatively drained. Flothemes has given me the power to go from idea to beautiful landing page in the space of a few hours and be able to launch new offers, even businesses, pain-free with tremendous efficiency.



Chad Winstead on his website

(<https://chadwinsteadphotography.com/>):

I love the flow of the homepage of my website. If visitors simply scroll down on my homepage they can get a good idea of our portfolio, the services that we offer, and they can contact us all from the homepage without ever having to click a separate link.

Exercise: Your product plan

Think about your products and list them out.

How are you working out your pricing? Consider starting from scratch and refer to the questions you answered in the goal setting exercise, now applying them to each of your products in turn.

- 1. What are my costs per product?*
- 2. How many hours are required to complete the work related to each product?*
- 3. How much do I want to make from each product?*
- 4. How much do I want to charge for each product?*
- 5. How many clients do I need to take up each product?*

Remember to flip question 3 and question 5 around if you have a set number of clients you want to work with.

Once you've drilled down and answered these questions on a product-by-product basis, you can compare and contrast the figures. Consider your ideal product mix. As we touched upon earlier, you may have one product that's a loss leader in order to draw your ideal customer to your bigger ticket items. Let considerations like this influence your pricing for each product, as well as keeping an eye on what the competition are up to and benchmarking against market rates.

When you have it all down, recalculate your costs and make sure you're profitable given your product mix and annual/quarterly targets.

Exercise: Creative marketing

Using the ideas above for inspiration and then thinking outside the box, get creative and come up with a set of marketing campaigns that may work for your business. Mind map them out with pen and paper and cast a wide net – the more ideas you have to choose from the better.

Next, let's rank those campaigns. Take the following steps:

- 1. Write down ten of the creative marketing ideas you've come up with, or as many as you can.*
- 2. Give each idea a rating between 1 and 10 for 'Impact'. 10 means this idea would highly impact your goal, e.g. reach many customers, make lots of sales, make customers exceedingly happy, etc.*
- 3. Give each idea a rating between 1 and 10 for 'Ease'. 10 means this idea is the easiest to execute, e.g. cheap or no cost, takes very little time, etc.*
- 4. Add up the score for each idea.*
- 5. Rank the ideas from highest to lowest.*
- 6. Start your action plan with the idea with the highest score and work your way down.*

Always think back to your ideal client. Who are they? What do they do? Where do they hang out? What do they like buying? Once you've answered those questions, get out there and start building relationships with their suppliers. Maybe they'd love to refer their clients to you if the offering is right!



STEP 2 SUMMARY: CAMPAIGN AND ATTRACT

Here's a quickfire summary of the key points to remember and revisit from Step 2:

- Set SMART goals to make your objectives manage-able and meaningful.
- Create a simple marketing plan by setting annual and quarterly targets, identifying the channels you want to focus on. Remember, don't put your eggs in one basket! Diversify your lead generation and take advantage of multiple channels. Set your budget and figure out where it best works for you by monitoring the results. Allocate time to marketing now so you can spend more time shooting later! And measure your progress so you can improve your plan.
- Build a results-driven website that makes your ideal client feel at home. Design amazing landing pages that match up with your marketing!
- Make sure you're pricing your products appropriately and decide whether packaging is right for you.
- Ready to grow? Scale your photography business with gift vouchers and referrals, getting published, running workshops and speaking at events.

STEP 3:

Convert and close

LEAD

Lead created

New Lead Response

Send email

Already Booked - Photographer Referral

Send email

New Lead Follow Up

Send email

New Lead Final Follow Up

Send email

Meeting with the couple

Post-Meeting Thank You


Send email








Exercise: Your workflow


Grab your notebook and pen and spend a little bit of time having a good think about what the Lead Stage of your own workflow would look like.

Scribble down all the tasks you can think of and then, circling or highlighting, narrow these down into the key milestones you need to hit. The first step is as easy as that! You've just come up with a workflow for your business.

1. SHOW LEAD



 Dashboard Clients Leads Jobs Calendar Payments Settings

Studio Ninja Pty Ltd. 

Jennifer & Adrian (Wedding)

Dashboard > Leads > Jennifer & Adrian (Wedding)

Workflow

☒ Lead created
🕒 27 September 2021

☐ Initial enquiry response
Send email

☐ New lead follow up (email)
Send email

☐ New lead FINAL follow up (email)
Send email

☐ Meeting / Skype to book couple

☐ Send quote to bride
🕒 3 days after Meeting / Skype to book couple

+

LEAD

Lead

Jennifer & Adrian (Wedding)

Type: Wedding
Workflow: Sample Wedding Workflow
Main Shoot: 19 March 2022
Lead Source: ☐ Trade show

Edit

Archive

Delete

Client

Jennifer & Adrian
(Primary)


041234567
jenniferadrian@gmail.com

34D Main Rd
Collingwood
3001
VIC
Australia

Edit Client

Send Email

Invoices



30

2. ADD NEW PICK & CHOOSE QUOTE

The screenshot displays the StudioNinja CRM interface. At the top, a dark navigation bar contains the StudioNinja logo and icons for Dashboard, Clients, Leads, Jobs, Calendar, Payments, and Settings. The user is logged in as Studio Ninja Pty Ltd. The main content area is titled 'Jennifer & Adrian (Wedding)' with a breadcrumb trail: Dashboard > Leads > Jennifer & Adrian (Wedding). A '+ Add New' button is in the top right. On the left, a 'Workflow' section lists steps: 'Lead created' (checked, dated 27 September 2021), 'Initial enquiry response' (with a 'Send email' button), 'New lead follow up (email)' (with a 'Send email' button), 'New lead FINAL follow up (email)' (with a 'Send email' button), 'Meeting / Skype to book couple', and 'Send quote to bride' (dated 3 days after Meeting / Skype to book couple). A vertical 'LEAD' label is on the left of the workflow. A modal window titled 'Add New Quote' is open, showing two options: 'Pick & Choose Quote' (described as 'Allow your clients to choose different packages and products.') and 'Fixed Quote' (described as 'Present your clients with a fixed list of packages and products.'). On the right, a 'Client' profile for 'Jennifer & Adrian (Primary)' is shown, including contact details (041234567, jenniferadrian@gmail.com), address (34D Main Rd, Collingwood, 3001, VIC, Australia), and buttons for 'Edit Client' and 'Send Email'. An 'Invoices' section is partially visible at the bottom right.

StudioNinja

Dashboard Clients Leads Jobs Calendar Payments Settings

Studio Ninja Pty Ltd.

Jennifer & Adrian (Wedding)

Dashboard > Leads > Jennifer & Adrian (Wedding)

+ Add New

Workflow

- ☒ Lead created
27 September 2021
- ☐ Initial enquiry response
Send email
- ☐ New lead follow up (email)
Send email
- ☐ New lead FINAL follow up (email)
Send email
- ☐ Meeting / Skype to book couple
- ☐ Send quote to bride
3 days after Meeting / Skype to book couple

LEAD

Add New Quote

- Pick & Choose Quote**
Allow your clients to choose different packages and products.
- Fixed Quote**
Present your clients with a fixed list of packages and products.

Client

Jennifer & Adrian
(Primary)


041234567
jenniferadrian@gmail.com


34D Main Rd
Collingwood
3001
VIC
Australia


Edit Client Send Email


Invoices


3. SELECT QUOTE TEMPLATE AND SAVE QUOTE





 Dashboard


 Clients


 Leads

 Jobs

 Calendar

 Payments

 Settings

Studio Ninja Pty Ltd. 


New Quote

Dashboard > Leads > Jennifer & Adrian (Wedding) > New Quote

Quote ID

20211105-04

Issue date

05/11/2021 


PO Number

-

Introduction

e.g. Thank you for considering me as your photographer! Please choose from the list of packages and products and click Accept. Don't hesitate to contact me if you have any questions.

Apply Template


Wedding Quote Template 

Choose Quote Template

Portrait Quote Template

Wedding Quote Template


Job



Jennifer & Adrian (Wedding)

Main Shoot:
19 March 2022

Client





Jennifer & Adrian











Collingwood
VIC 3001 Australia
Phone number: 041234567
Email: jenniferadrian@gmail.com


Add Packages

Create a list of packages which your client can choose between. Multiple packages can be chosen.

 Package 1

☐ Recommended 

Package 1	Description	Price	Discount (%)	Tax	Amount
<div>Choose Package </div> <div>Wedding - Bronze Package</div>	<div><div><div>B</div><div><i>I</i></div><div><u>U</u></div><div>A</div><div></div><div></div><div></div><div></div><div></div></div><div><div>Sans Serif </div><div>Normal </div><div>Variables </div></div></div>	995.00	0.00	<div>Includes tax </div>	\$995.00



32

4. SEND QUOTE

The screenshot shows the 'Send New Quote' modal in the Studio Ninja application. The background is a dimmed view of the 'Quote 20211105-04' page, which includes a breadcrumb trail (Dashboard > Leads > Jennifer & Adrian (Wedding) > Quote 20211105-04), buttons for 'Send Quote', 'Preview', and 'Edit', and a table with quote details.

Send New Quote

To
[jenniferadrian@gmail.com ✕] Add Cc

Choose email template
Quote email template

Subject Insert Subject Variable ▾
Your quote is ready

Message

B **I** **U** **Insert Variable**

Dear %client_name%,

Thank you for considering %company_name%.

I have put together a quote for you. You can view and accept this quote using my online booking system.

Please view your quote online by clicking here

If you have any questions please don't hesitate to contact me.

Cheers,
Studio Ninja Team

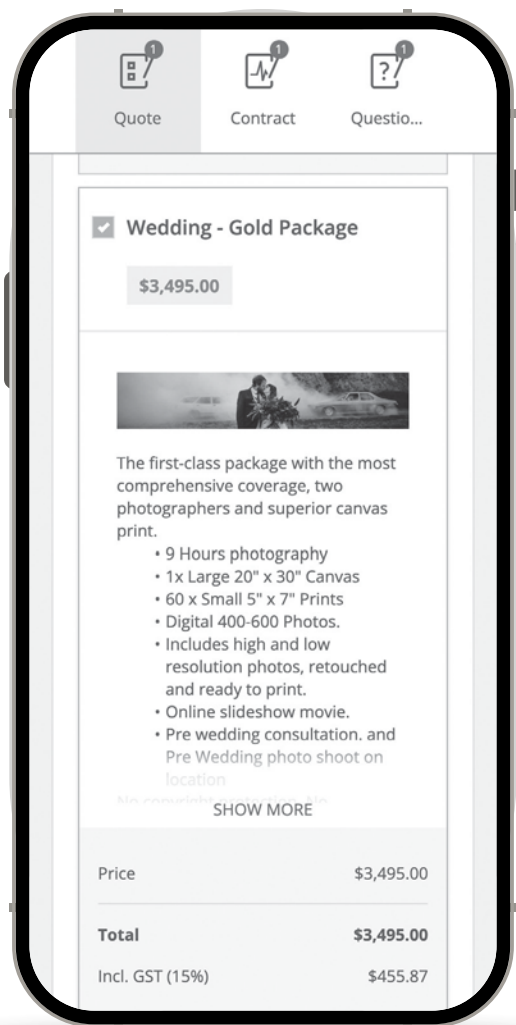
From

Studio Ninja Pty Ltd.
Phone number: 12345678
Email: test@studioninja.co

Phone number: 041234567

Quote ID	202111-5-04
Issue Date	05/11/2021

1. PICK & CHOOSE QUOTE



2. SIGN CONTRACT

The image shows a mobile application interface for signing a contract. At the top, there is a navigation bar with four icons: a document with a checkmark (Quote), a document with a pulse line (Contract), a document with a question mark (Question), and a document with a dollar sign (Invoice). Below the navigation bar, there is a section for contract details. It includes a 'Contract for' field with the text 'Jennifer & Adrian (Wedding)' and a 'Main Shoot:' field. To the right, there is an 'Invoice ID' field with the text '20211105-04' and an 'Issue Date' field. Below this, there is a 'Sign Contract' modal window. The modal has a title bar with the text 'Sign Contract' and a close button (X). The main content of the modal is a form with the label 'Type your full legal name' and a text input field containing 'e.g John Smith'. Below the input field, there is a character count '0 / 30'. A paragraph of text states: 'By typing your full legal name and clicking the submit button, you agree to sign this legally binding contract.' Below this text is a 'Submit' button. At the bottom of the modal, there is a small image of a couple and a description of the first-class package: 'The first-class package with the most comprehensive coverage, two photographers and superior canvas print.' followed by a bulleted list: '• 9 Hours photography' and '• 1x Large 20" x 30" Canvas'.

Quote Contract Question... Invoice

Contract for
**Jennifer & Adrian
(Wedding)**
Main Shoot:

Invoice ID
20211105-04
Issue Date

Sign Contract X

Type your full legal name

e.g John Smith

0 / 30

By typing your full legal name and clicking the submit button, you agree to sign this legally binding contract.

Submit

The first-class package with the most comprehensive coverage, two photographers and superior canvas print.

- 9 Hours photography
- 1x Large 20" x 30" Canvas

3. COMPLETE QUESTIONNAIRE

Quote Contract **Questionnaire** Invoice

Questionnaire

Thank you for taking the time to complete this questionnaire. Your answers will help me to get a better understanding of your day and plan everything perfectly :-)

Lead Source

How did you hear about us? ▼

Partner 1 Name

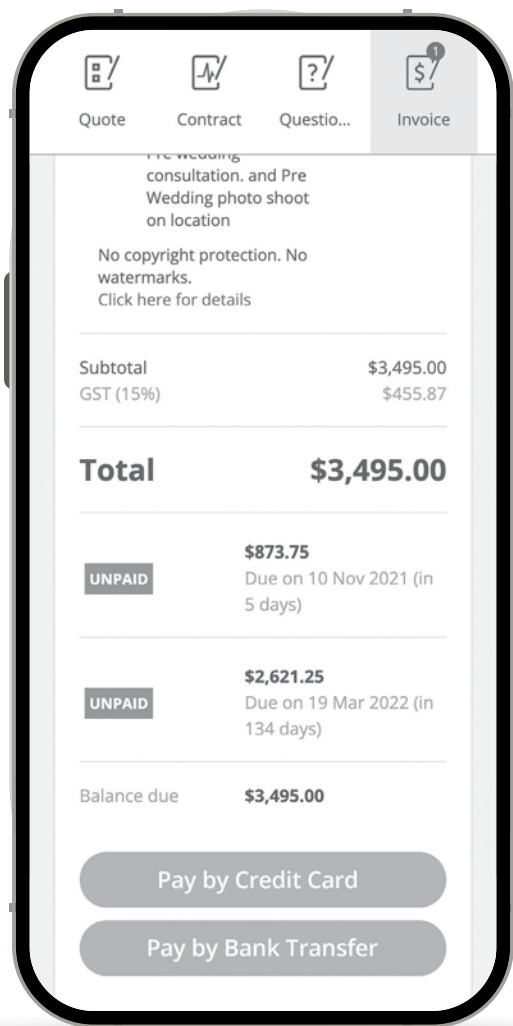
Partner 1 Phone Number:

Partner 1 Email:

Partner 2 Name:

Partner 2 Phone Number:

4. PAY INVOICE





STEP 3 SUMMARY: CONVERT AND CLOSE

Here's a quickfire summary of the key points to remember and revisit from Step 3:

- Set up a way to automatically capture leads to remove the admin and save you time. The best way to do this is via a photography business app or studio management software.
- Ensure you have a 'Thank You' page your lead goes to after giving you their details – and make it count so they look forward to hearing from you!
- Create an auto-response that shows your personality and actually offers the reader some value to stand out from the crowd.
- Use a workflow to manage your leads and ensure the key tasks and milestones of your process are in there. You'll never have to worry about a misstep when it comes to the customer journey.
- Make it quick and easy to send your quote, contract, questionnaire and invoice by taking advantage of your app.

STEP 4:

Streamline, automate and outsource

Chris's email template

Here's one example of an email template – an email that Chris sends to his wedding clients one week before their wedding:

Hey %client_name%,

Wow, you're getting so close – how exciting!

I just wanted to touch base and make sure every-thing is on track as planned. Has anything changed that I need to be aware of?

Also, if you have a second, can you let me know the names (or even Insta handles) of some of your other suppliers so I can tag them if I add any of your photos into a blog post :-)

Dress:

Suits:

Flowers:

Hair & Makeup:

Celebrant:

DJ/Band:

Anything else I'm forgetting?Woohoo! See you next week!

Cheers,

Chris

Although this is a template, it sounds totally personalised, friendly and like you are actually writing it from scratch for your client. And the best part is that your client will appreciate you checking in on them. They'll feel loved and they'll feel like they're in good hands because you're on top of things and have every-thing under control.

What's even better, this is all happening on autopilot.

Exercise: Your templates

Time to pick up your pen and get brainstorming again. Have a good think about all the things that you send your clients over and over again. Referring to your Lead Stage workflow will help with this – several of the tasks will be about communication, before and after a job's booked in. Jot down all the different emails you send over and over – the welcome email, the quote email, the confirmation email, the chase-up email...

It's time to turn all those things into templates so you can take on more clients and do less work! Take a look back through your emails and see the information and phrases you use over and over. With the help of copy and paste, now write the perfect email – just once! Take each recurring communication and turn this into a template that can be sent automatically as it is or reviewed by you before it goes, just to fill in any gaps and tailor certain information if that's required.

SHOOT LIKE A NINJA

PRODUCTION

Job accepted

(ticks automatically when a quote is accepted OR a contract is signed OR an invoice is paid)

≡ What happens next?

Auto send email ⌚ 1 day after job accepted

≡ Thank you for your Speed Date Answers!

Send email

≡ Photography Timeline Guide

Auto send email ⌚ 7 days after job accepted

≡ Bouquet Inspiration

Auto send email ⌚ 247 days before main shoot

≡ Vow Booklet Inspiration

Auto send email ⌚ 123 days before main shoot

≡ Wedding Cake Inspiration

Auto send email ⌚ 86 days before main shoot

≡ Prepare your Family Photo List

Auto send email ⌚ 64 days before main shoot

≡ Pre-Wedding Questionnaire

Auto send questionnaire ⌚ 57 days before main shoot

≡ Send Photography Timeline

⌚ 30 days before main shoot

≡ One week before the wedding

Auto send email ⌚ 7 days before main shoot

≡ Day Before the Wedding

Auto send email ⌚ 1 day before main shoot

≡ Main Shoot

Main Shoot

Exercise: Nurturing with automation

Now think about the types of events that you shoot.

If you shoot family portraits, what could you send your clients to make them feel more loved and nurtured by you? Maybe some outfit ideas. Maybe remind them that they can bring in their favourite toys. Maybe encourage them to bring more people along, like the grandparents, and turn it into a generation shoot.

If you shoot corporate headshots, what could you send your client to get them excited and more prepared for their shoot? Maybe, again, some inspiration for different outfits to wear. Maybe different location ideas. Maybe after the shoot you could send them an automatic email offering them a discount for a family portrait.

The possibilities are endless. When it comes to your specific business and your specific niche, what value could you offer your clients to nurture your relationship? Write these down and set up your templates!

Chris's email template

Here is an example of the email that Chris sends to his wedding clients:

Hey %client_name%,

Wow, what a wedding! I had such a good time! It was so much fun 'working' with you both, and I really enjoyed spending time with your friends and family.

Thank you SO much again for choosing me as your wedding photographer...

...and CONGRATULATIONS on being married!

I've attached a couple of photos for you guys from yesterday looking awesome so you can announce your news to the world right away.

If you use any on Facebook or Insta, I'd love it if you could tag me in it @chrisgarbacz

I'll also be uploading one of my favourite photos from your wedding to the Chris Garbacz Photography Facebook/Insta page later today. I'll tag you so you know it's online.

Enjoy your first few weeks of married life and I'll be in touch soon when your photos are ready.

Cheers,

Chris

Chris has this set up as an automatic email in his wedding workflow so that 1) he doesn't forget, and 2) he can send this email with a click of a button.

Exercise: Delegation

When it comes to delegation, a great way to approach this is to write yourself two to-do lists. Here's a swift example:

TASKS TO ELEVATE	TASKS TO DELEGATE
These are tasks you need to do more of. Become better, faster and more productive at them. Mastering these tasks will generate more clients and sales.	These are tasks that you can teach someone else to do or set up a system to manage. If you keep spending time on these tasks, you will never have enough time to spend on the more important stuff.
Shooting	Retouching photos
Marketing	Answering emails
Delivering the best customer experience	Admin (e.g. chasing up contracts and invoices)

So, take out your pen and pick up your paper and write yourself two lists right now. What are your tasks to elevate? And which ones could you delegate?



STEP 4 SUMMARY: STREAMLINE, AUTOMATE AND OUTSOURCE

Here's a quickfire summary of the key points to remember and revisit from Step 4:

- Wherever you can, use templates to save yourself time when communicating with customers at various points along their journey with you.
- Employ automation to help nurture your clients, setting yourself up as one of their most helpful resources before you've even taken a shot, reminding them why they booked you and giving them confidence you'll turn up committed and prepared on the day.
- Go the extra mile and prove that you're thinking about them as people, beyond just being a paycheque.
- Make getting paid as easy and straightforward as possible by taking advantage of your photography business app or using accounting software.
- Figure out what you can delegate, and take the leap into outsourcing to free up your all-important time. Then you can dedicate that time to the parts of business and life that are most important to you.

Conclusion

4 STEPS TO WORK LESS, EARN MORE AND SUPERPOWER YOUR PHOTOGRAPHY BUSINESS

1. CRAFT YOUR NICHE



- Discover your niche to stand out from the crowd
- Tell your story to communicate your core values
- Consider your archetype to help build your brand
- Identify your ideal customer to create a customer persona
- Develop your product niche to offer something out of the ordinary
- Build recognition through winning awards, getting published, running workshops and speaking at events
- Find a community that supports you and sets you up for success

2. CAMPAIGN AND ATTRACT



- Set SMART goals to make your objectives manageable and meaningful
- Create a simple marketing plan by setting annual and quarterly targets
- Identify the channels to focus on and don't put all your eggs in one basket
- Build a results-driven website that makes your ideal client feel at home
- Design amazing landing pages that match up with your marketing
- Price your products appropriately and decide whether packaging is right for you
- Scale your photography business with gift vouchers and referrals

3. CONVERT AND CLOSE



- Automatically capture leads to remove the admin and save you time
- Have a 'Thank You' page your lead goes to after giving you their details
- Create an auto-response that shows your personality and offers value
- Use a workflow to manage your leads and ensure the key tasks and milestones of your process are in there
- Use a photography business app to send your quote, contract, questionnaire and invoice quickly and easily

4. STREAMLINE, AUTOMATE AND OUTSOURCE



- Use templates to save yourself time when communicating with customers
- Employ automation to help nurture your clients, setting yourself up as one of their most helpful resources before you've even taken a shot
- Go the extra mile and prove that you're thinking about them as people, not just a paycheck
- Use a photography business app to get paid easily
- Figure out what you can delegate, and start outsourcing to free up time
- Dedicate that time to the parts of business and life that are most important to you

Appendix

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 Studio Ninja

 @studioninjacrm

STUDIO NINJA

Built for photographers, by photographers, Studio Ninja is the world's highest rated studio management software.

Extremely user-friendly, it takes less than thirty minutes to set up. Increase your bookings with customisable workflows, automated emails and easy payment plans.

TRY STUDIO NINJA'S FREE THIRTY-DAY TRIAL!

Head to www.studioninja.co

RESOURCES

Podcasts

- The Smart Passive Income podcast by Pat Flynn:
<https://www.smartpassiveincome.com/podcasts/no-ideas-no-expertise-no-money-business/>
- The Starting from Nothing podcast by The Foundation:
<https://thefoundation.com/podcast/>
- The Photo Biz Xposed podcast by Andrew Hellmich:
<https://photobizx.com/photography-podcast-player/>

Books

- Key Person of Influence by Daniel Priestley
- Archetypes in Branding: A Toolkit for Creatives and Strategists by Joshua C. Chen and Margaret Hartwell
- Zero to One by Peter Thiel
- The 10x Rule by Grant Cardone
- The Conversion Code by Chris Smith
- Expert Secrets by Russell Brunson
- Atomic Habits by James Clear
- Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success by Morgan Brown and Sean Ellis

Web

- Wedding Workflows by Rick Liston:
<https://weddingworkflows.com/>
- Pixellu:
<https://www.pixellu.com/blog/landing-pages-for-photographers>
- Flothemes: <https://flothemes.com/>



Are you making enough money?

Do you have enough time to do all the things you want to do?

Do you have a system that has your back and means you never drop the ball?

Imagine how incredible it would feel if you had leads constantly coming in, a process to easily convert those leads into paid bookings and a system that did all those pull-your-hair-out administrative tasks for you, on autopilot...

Wouldn't it be life-changing?

In *Shoot Like a Ninja*, authors Chris Garbacz and Yuan Wang have combined their own learnings with insights from the world's top photographers into four simple steps that will show you how to attract more of the work you prize, earn more profit and spend more time doing the things you love without being chained to your business.

In four straight-forward steps, you will learn:

- ✿ How to avoid the pitfalls that prevent photographers from realising their full potential.
- ✿ How to become the first-choice photographer in your field, whom your clients love to recommend.
- ✿ Proven and effective strategies that will attract the clients you want.
- ✿ Tips on closing those leads that you thought were gone.
- ✿ How to simplify your business, eliminate paperwork and free up your time.



Packed with business tips, automation tricks and real-life examples from some of the world's most highly-sought-after photographers, this is the book for wedding and portrait photographers who want to work less, earn more and superpower their business.

Photographers who *shoot like a ninja* do not struggle. They are respected in the industry. They attract their ideal clients consistently. They're highly paid and can afford to do the fun stuff. Now it's your turn.

Chris Garbacz, an award-winning wedding photographer, and Yuan Wang, an award-winning art director and user experience designer, are the co-founders of Studio Ninja, a photography business software and mobile app that has helped thousands of photographers across seventy-two countries. Now the world's highest rated studio management software for photographers, Studio Ninja helps you streamline your business, eliminate paperwork and get your time back.



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