

WORTH EVERY PENNY *joycast*TM

Hi, friends. On today's episode, I wanted to share about a shift I made to my money mindset when I went all in on my photography business and I left my consistent paycheck, with benefits, from my nine to five job as an ad agency marketing director. It's one of those shifts that I believe contributed a lot to the fast growth of my photography business. I shared this story from stage at my annual three day event for portrait photographers called Go Boutique Live, and I wanted you to get a chance to hear it, even if you weren't there.

The real question is, how are portrait photographers like us able to run a profitable business and still put our families first, without selling digital files for cheap and working all the time? I'm Sarah Petty, your host of The Worth Every Penny Joycast and I went from a stressed out overworked mama with three babies, to being named one of America's most profitable photographers, without working my kids' lives away.

Each week I'll show you how to find and serve boutique portrait photography clients in a world where we compete with free, thanks to everyone having a digital camera in their pocket. Take the first step to adding more joy and profit to your life by downloading your free photography business tools at joyofmarketing.com/podcast.

Many years ago, I went to a funeral and when you leave, you get the remembrance card. I remember someone telling me, keep that remembrance card with you. It's a little angel, it keeps you safe. That always kind of stuck with me. Whenever I go to a celebration of life or a funeral, I started doing this. One of my favorite humans, I hope I can tell this story, he is like a second dad to me, passed away in the last, about, I think it was about two years ago now, but when we left the celebration of life, they gave a laminated photo of him, one that I had taken. I loved it because it was laminated plastic, and I didn't really think much about it. I had my purse there and I thought, well, I'm just going to stick it in my wallet. I stuck it in my wallet and I forgot about it.

Then every time I open my wallet, I see this photo and it just smiles back at me and it makes me so happy because he was injured in the war. He was, again, he was like a second dad to me, and his whole left side was paralyzed, and he couldn't run. He couldn't do a lot of the things that the other dads could do, but he always had the best outlook on life. At his celebration of life, they talked about all the things he stood for, the way he lived his life. Every time I open my wallet and I'm paying money for something, I'm buying something at the grocery store, and I'm standing there and I'm just looking at him, and I literally have done this for those two years. I ask myself, are you living your life the way you

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should be? Are you being that good person? Are you taking care of other people? Are you making good choices? Are you living a bigger life?

I feel like he led the biggest life ever, even though he couldn't do a lot of things. People would call him handicapped, and in my mind, I didn't see him that way. I saw him as bigger than life. I called him Mr. T. We were raised, we didn't call people like these were my best friends' parents. I didn't call them by their first name. I could have, but I called him Mr. T. Do you remember Mr. T from the A team? He wore the big chains and he was really tough. I would always say, "Hey, Mr. T." He'd go, "Hey sweetie, how are you?" That's how I'd call him on the phone.

I always hear that conversation when I opened my wallet, and it reminds me, because we open our wallets a lot, don't we? We're paying for groceries, we're paying for different things. I know so many of us, we have issues with that. We have guilt. We have shame. Money has this emotional choke hold on us. This kind of a mantra that I want you to live by. Money allows me to build a life I love and put family first. Money does that. I can afford anything I want, because I'm boutique.

When you say you can't afford something, you tell yourself that, that's a very disempowering statement to tell yourself. We all have choices. We literally can buy anything we want. We can buy anything we want. We just have to make the right choices, don't we, we have to weigh what's more important. Money doesn't control me, and it's just a thing. It's just a thing, like this piece of plastic right here, laminated. I have that picture of Mr. T. I want you to get your wallet out, and I want you to put a picture of your why in there.

Why is it important for you, every time you're pulling out your money, to remember making money, taking money, spending money, giving money, is good. It's just a thing. It's what's bringing you happiness to live that bigger life, to be more, to do more, to have more. Every time you're going and you're paying bills, I want you to know that you are doing something to make your family better. Money doesn't control you, it's just a thing. If you're buying groceries to feed your family, that's amazing. That's a gift that you have the money to feed your family. We've got to let go of the guilt and shame if we're going to be career photographers, if we're going to build a bigger life. I want that in your wallet. I'd love for you to take a photo, and I'd love for you to post it, a photo of your why.

Money doesn't need to control you. It is what allows you to build a life and put your family first. Money is a thing that we trade to make our life better. We buy food with it. We buy experiences. Anybody like experiences, education, self-help, personal development, experiences with your children.

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I'm not talking about millions of dollars, I'm talking about money, so that when you save up and you go to Disney, you don't have to stay two hours away and take a red eye with four connecting flights. You get in, you're far away from the park, everybody's tired and cranky, and you have a bunch of overtired children the entire day dragging around Disney, makes a difference between doing that and being able to stay on the property where you wake up and you go, kids, we can go have the \$30 pancakes that look like a mouse and not care.

We can do that, because we work hard, and we're boutique, and we're always looking at more clients at a higher average. As I'm talking about these things and you're saying to yourself, no, but I can't afford that. I can't do that. I'm not good enough. I don't have the money to build a bigger life. I can't get the cool sample that I want to grow my business, when all you need is one, to grow your business and you're holding yourself back, money's just a thing.

Hey, photographer. This is Sarah again, and really quick, I wanted to give you a chance to work with me for five days for free, starting September 26th. You heard me right, inside the Joy of Marketing community, I'm hosting a free challenge week, called the Five Day Booking Boost. This challenge is for you if you're unsure who your ideal client is, you just know maybe you aren't like them, or maybe you have a lot of doubt and you can't quiet the voice in your head that tells you people only want digital files where I live.

If you feel paralyzed by marketing, always second guessing yourself and putting it off, then hop on over to the five day Booking Boost challenge right now at joyofmarketing.com\bookingboost. That's joyofmarketing.com\bookingboost.

You'll get a printable challenge workbook, and then you'll join me live on Facebook each day for a daily challenge so that we can help you find your ideal clients. You'll get support, encouragement, and accountability in this private Facebook group. No matter where you are in your photography business, this challenge is going to help you understand the strategy behind finding boutique clients and understanding all the things you need to be successful in consistently getting bookings.

Go online to joyofmarketing.com\bookingboost. That's joyofmarketing.com\bookingboost. Join this challenge.