

Professional
Photography
Business
Network

MARKROSSETTO
PHOTOGRAPHY COACHING

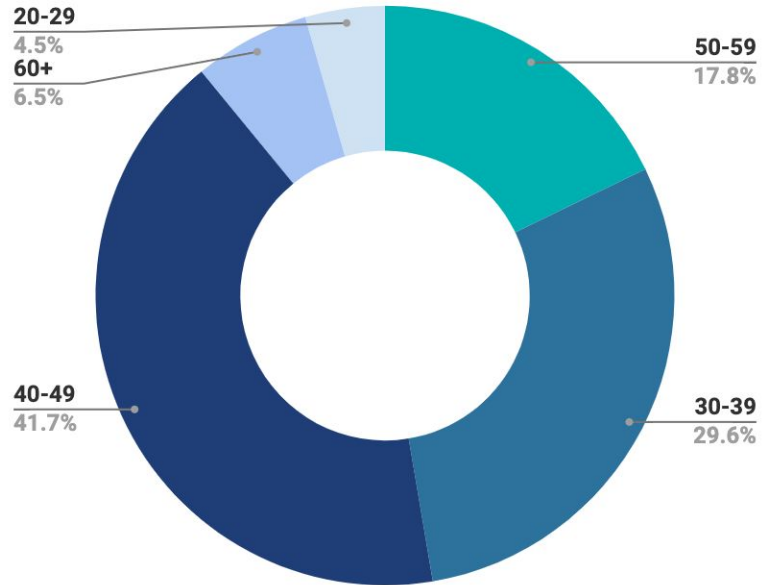
Kreatology
BY KYLE DARNER

2022 STATE OF THE INDUSTRY REPORT

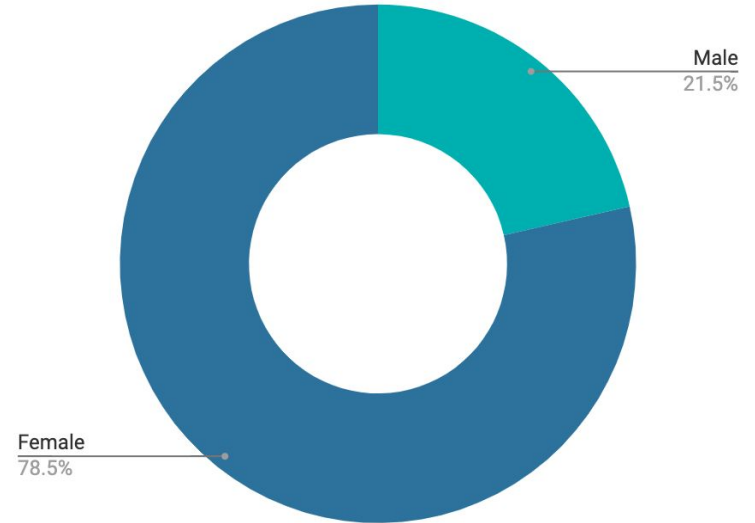
THANK YOU

Who Participated

AGE

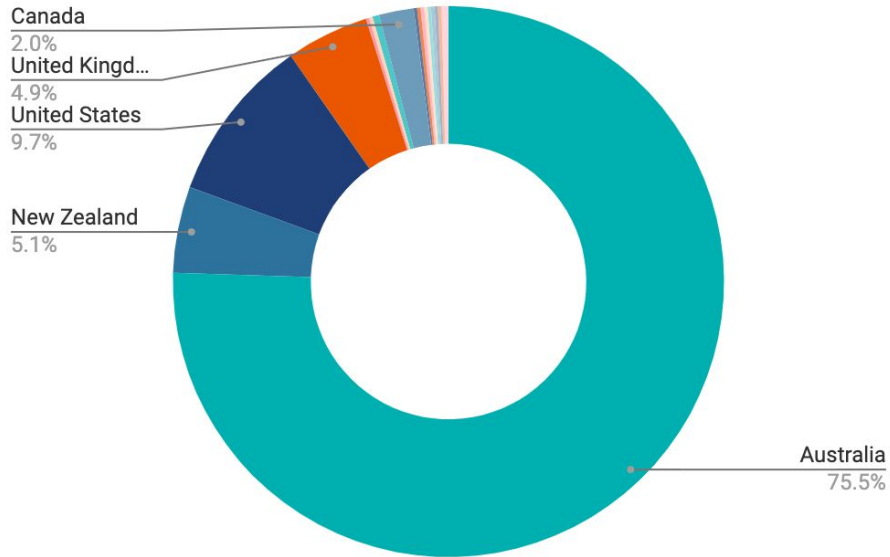


GENDER

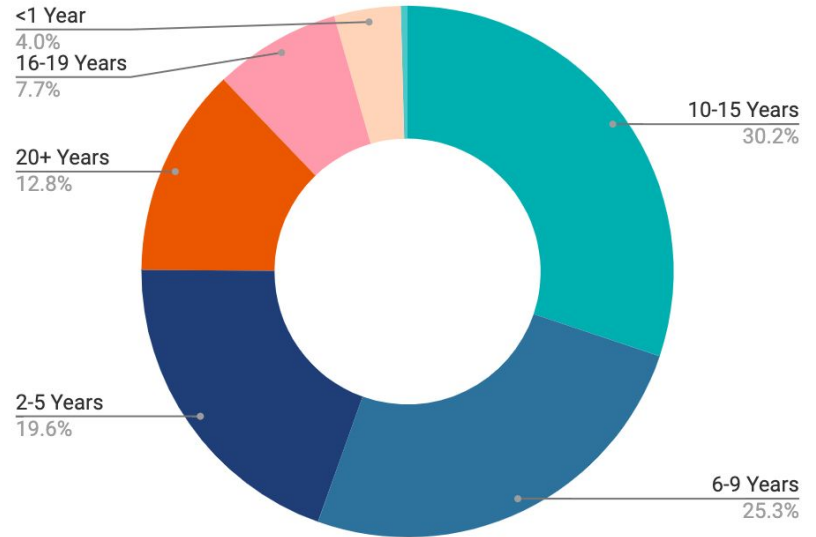


Who Participated

LOCATION

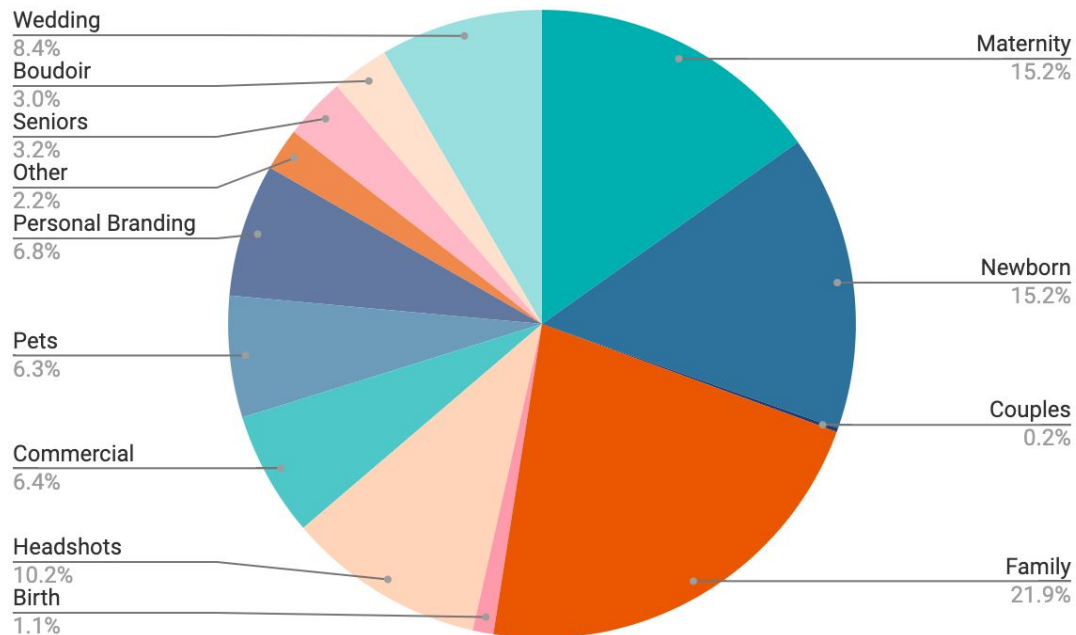


How long have you been a PAID Photographer?

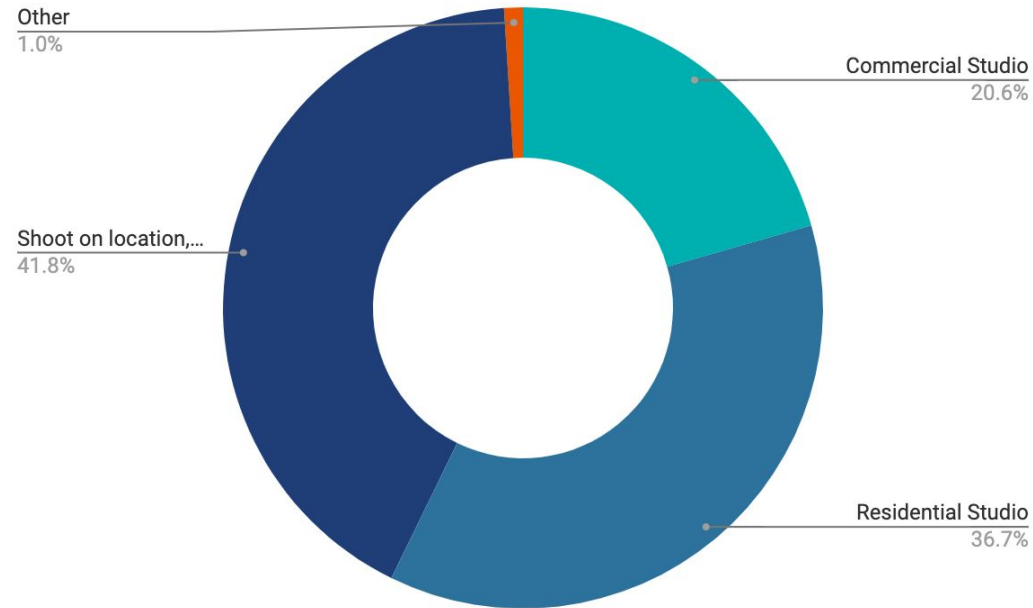


Who Participated

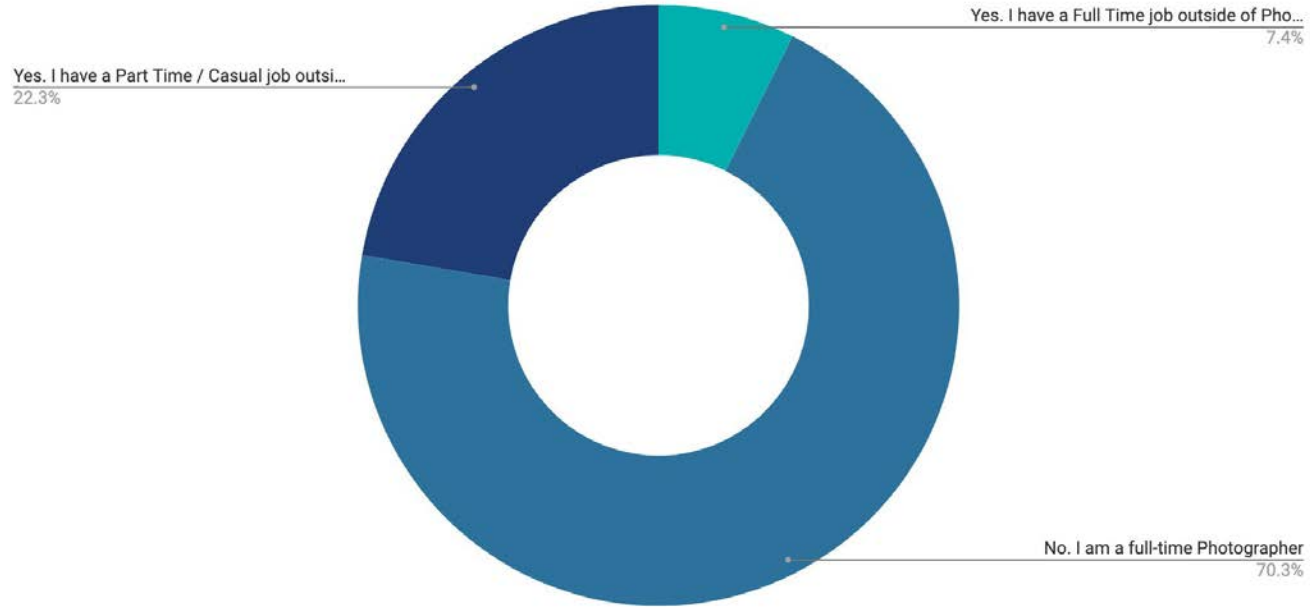
What **GENRE** do you shoot?



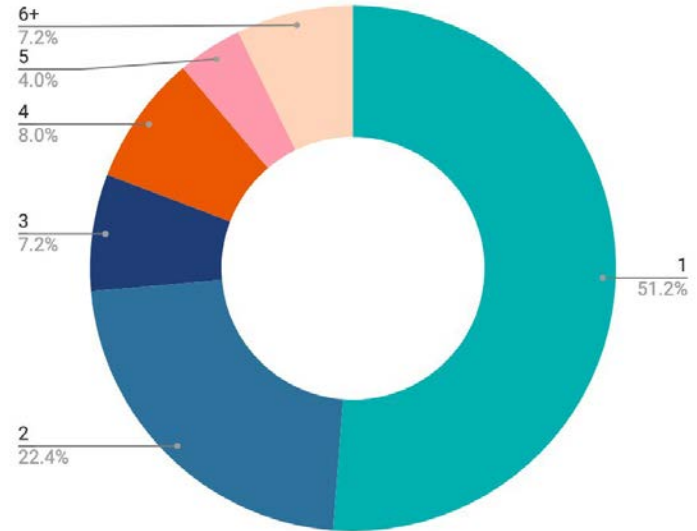
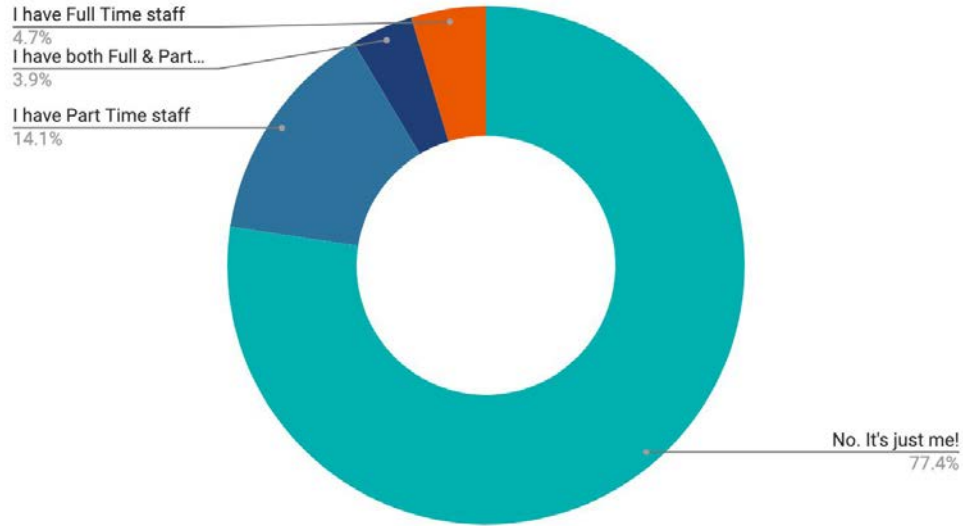
Where is your primary Studio / Workspace?



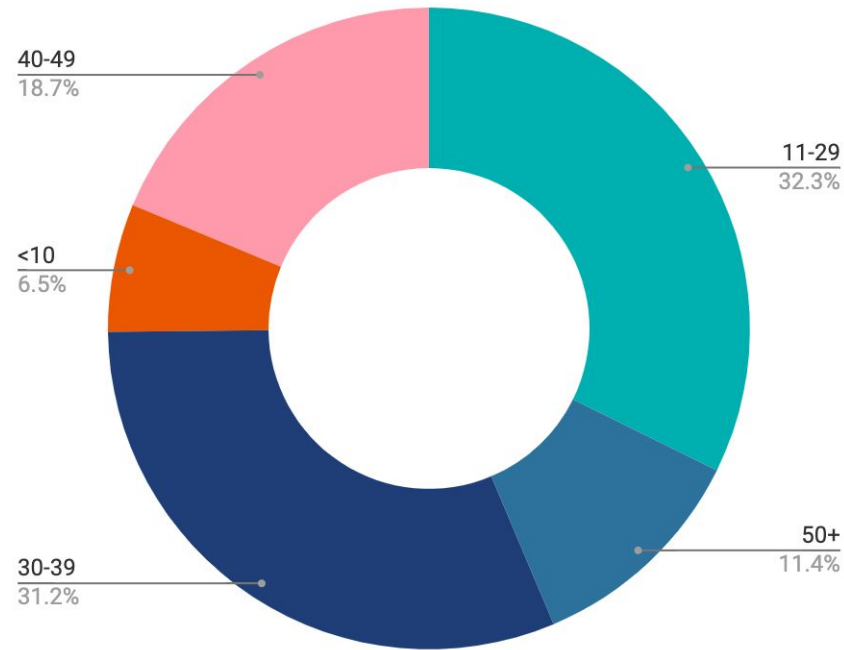
Do you have SECOND JOB outside of photography?



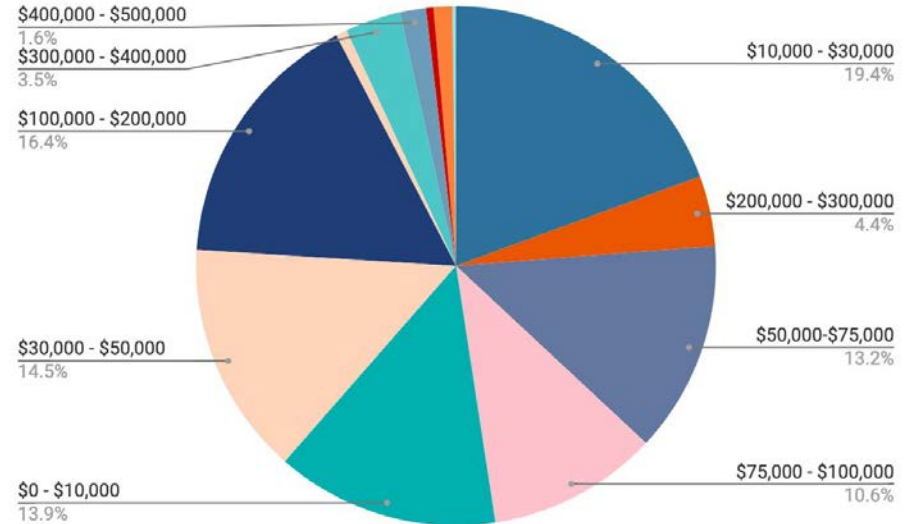
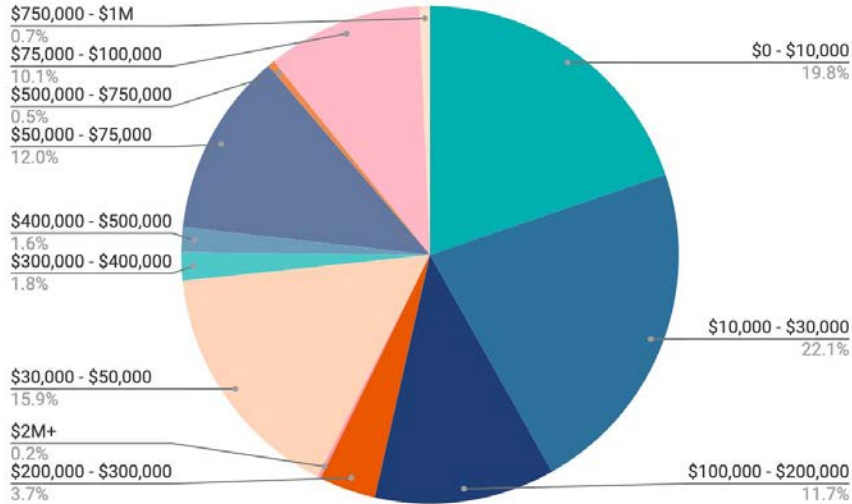
What About STAFF?



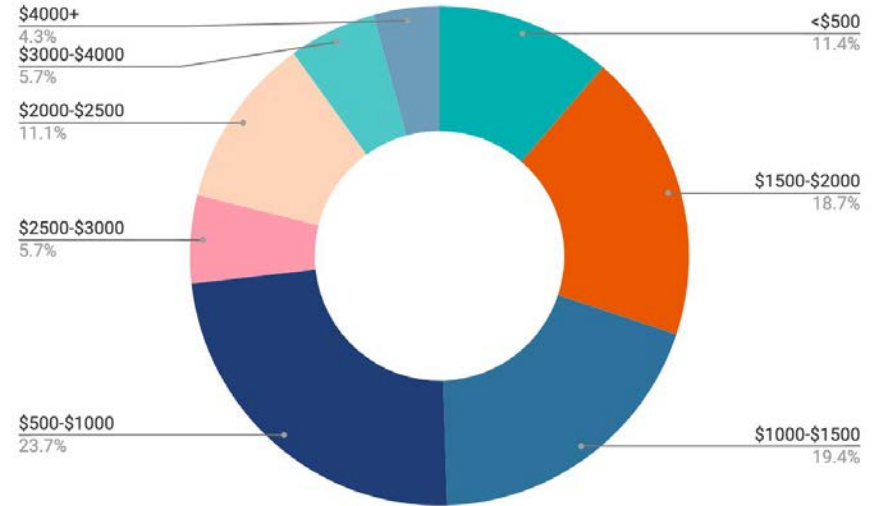
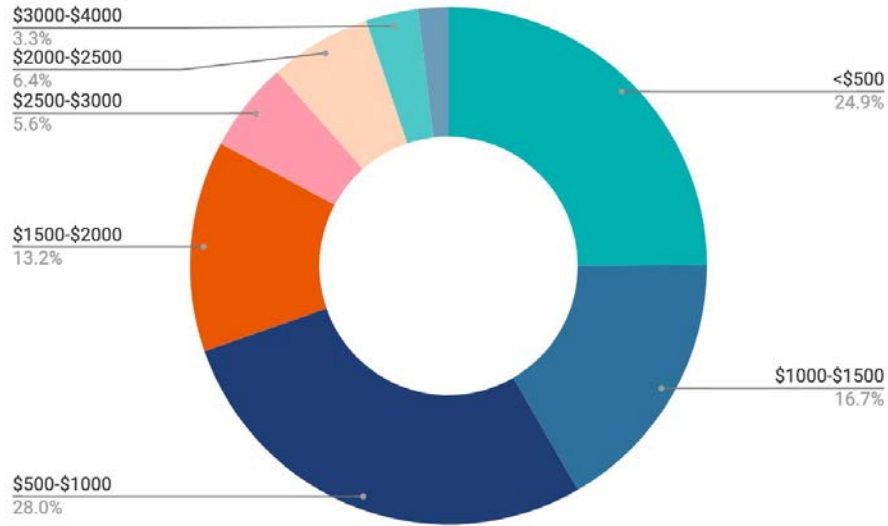
How many hours a week do you spend in your business?



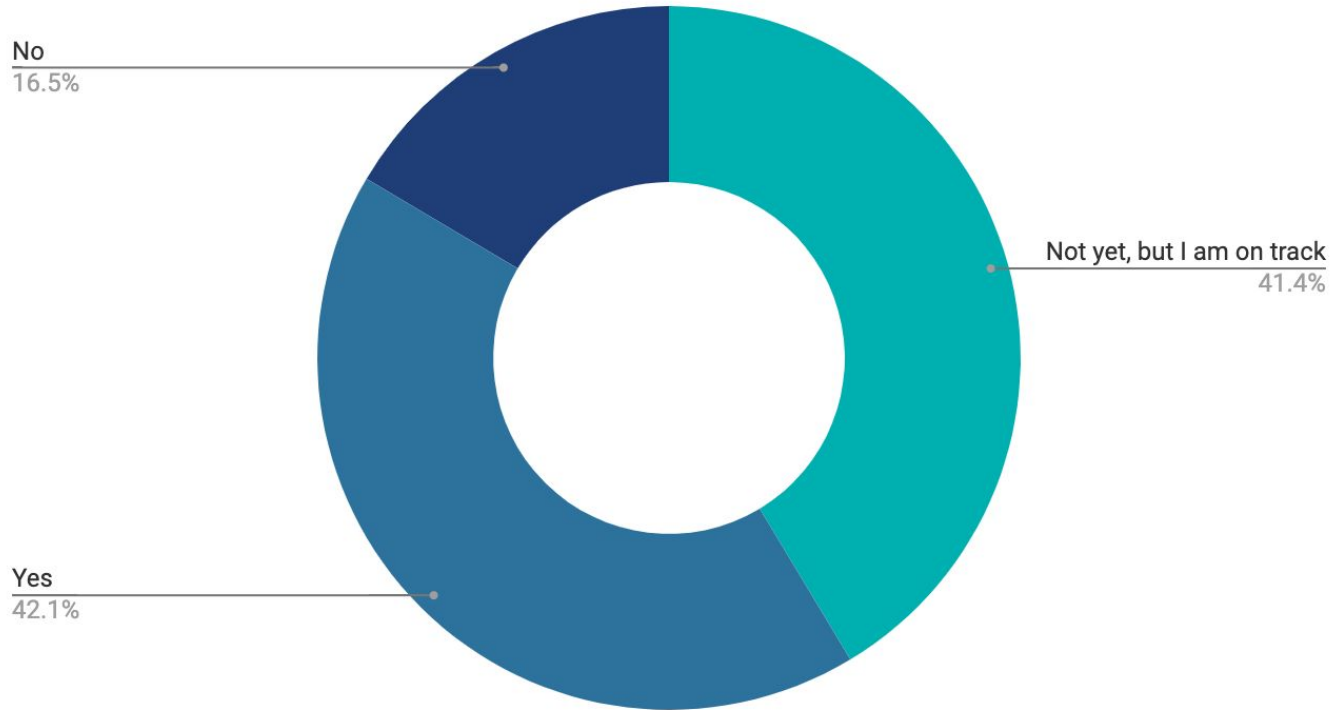
Annual Turnover - Before & After Covid



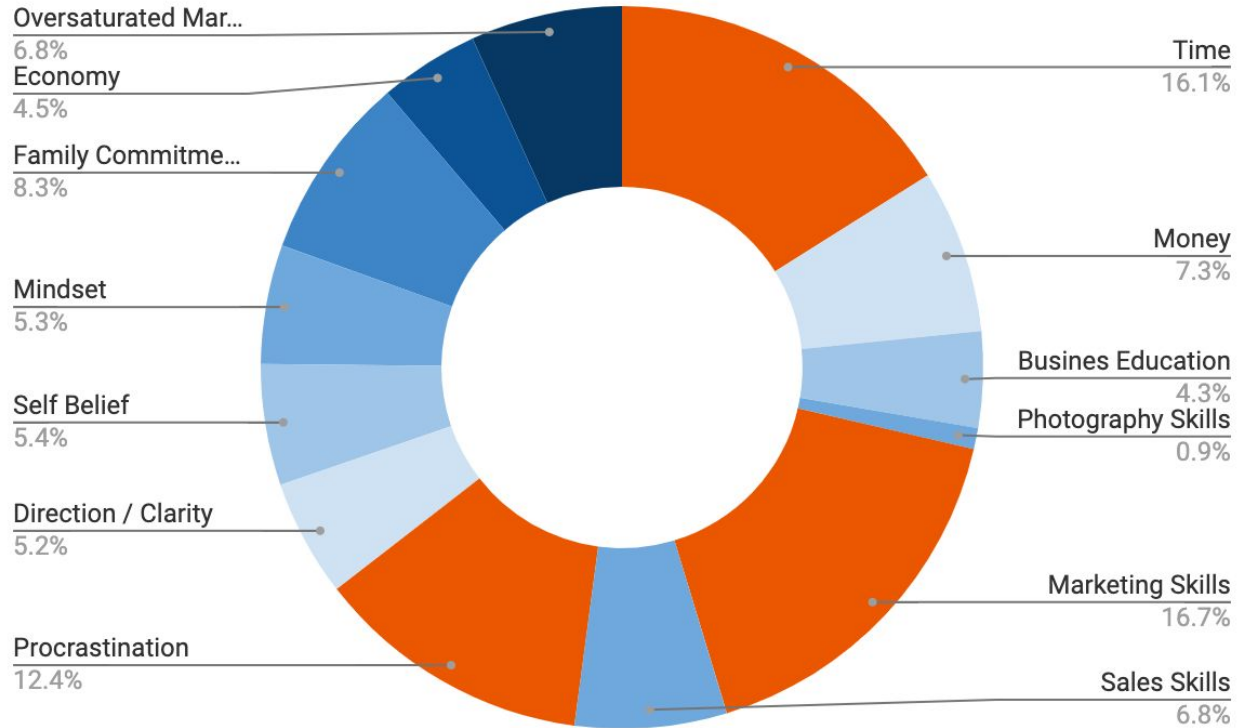
Average Sale - Before & After Covid



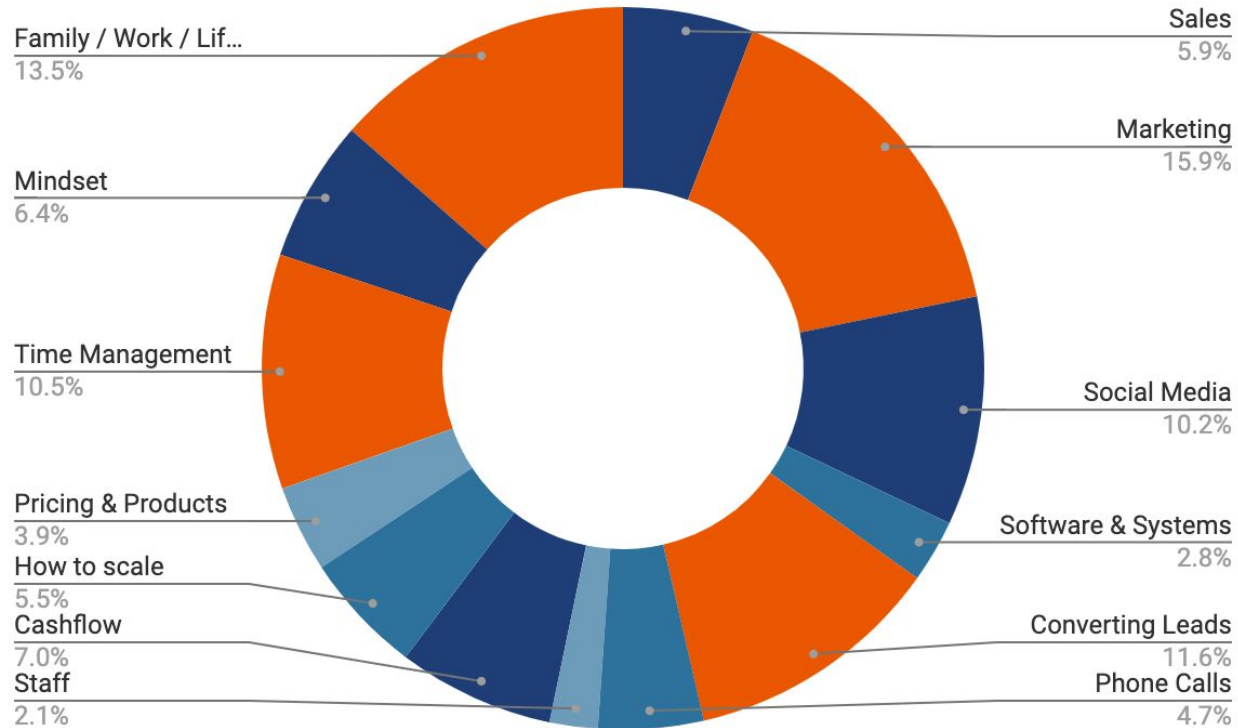
Is your Business giving you the LIFESTYLE you want?



Top 3 CHALLENGES to achieving your BUSINESS GOALS



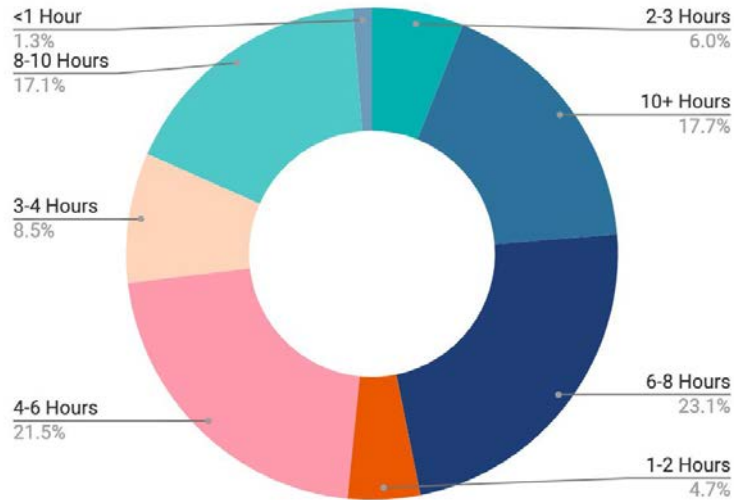
What are the biggest BUSINESS challenges right now?



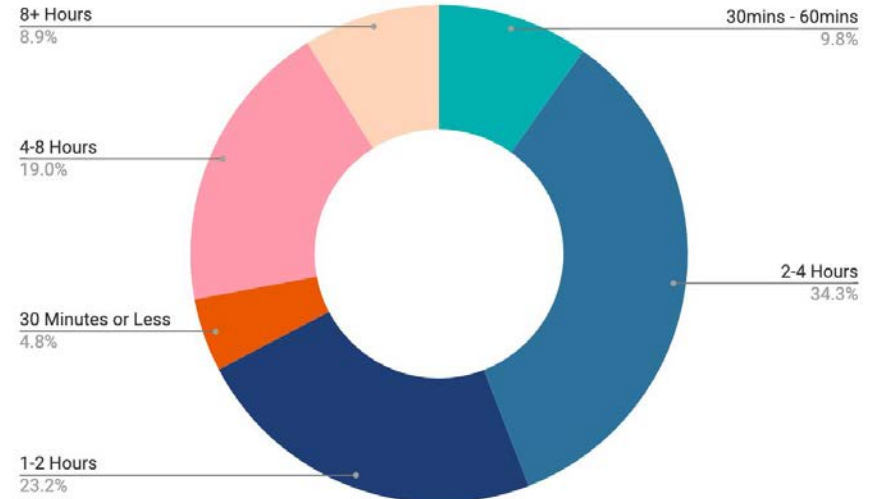
PORTRAITS

How much time

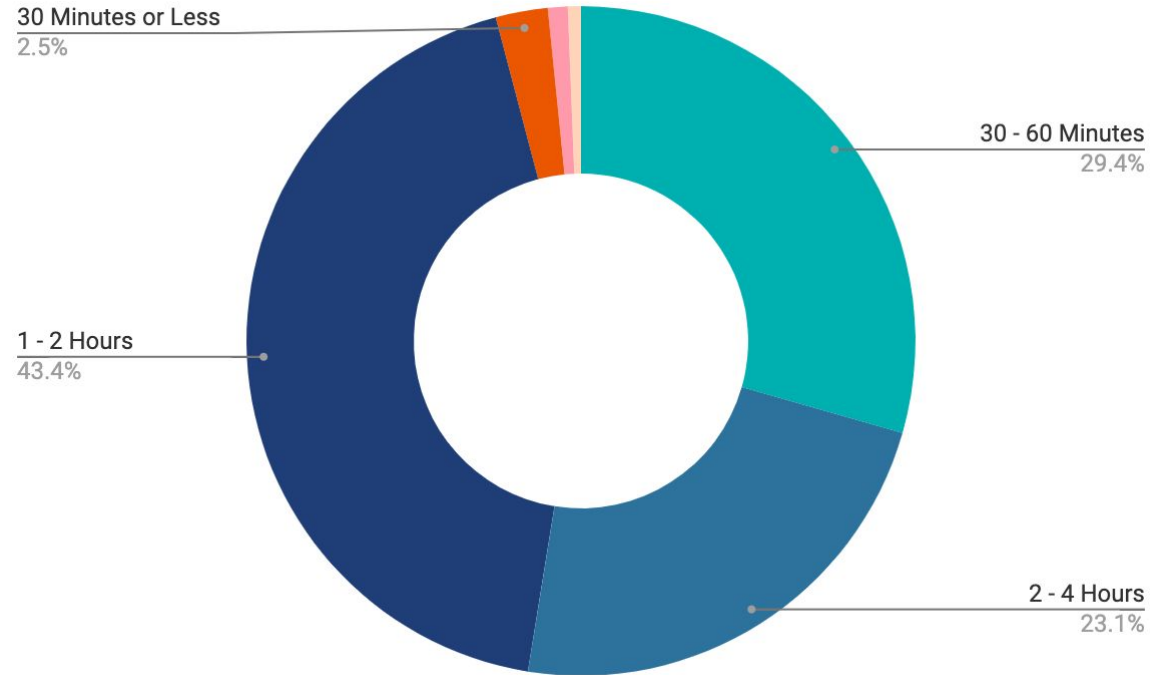
PER CLIENT



PRODUCTION

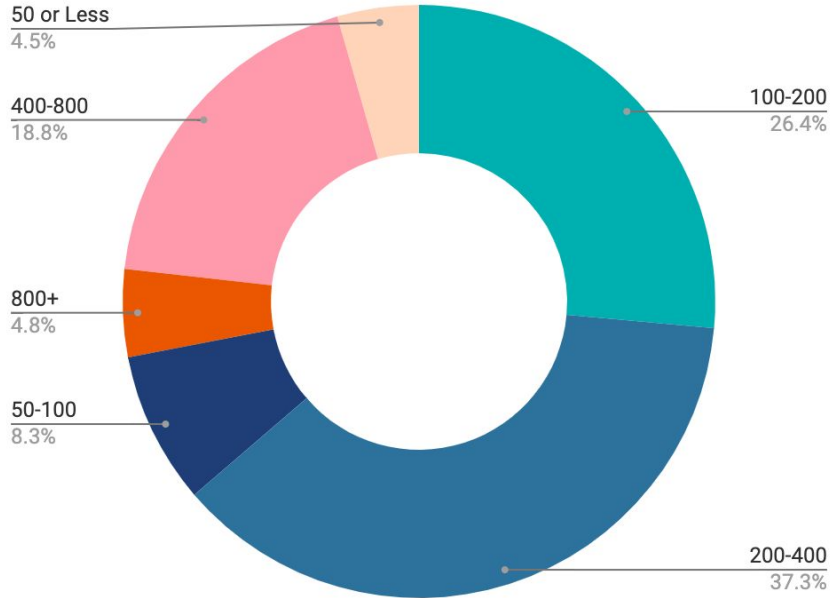


How long is your photography session?

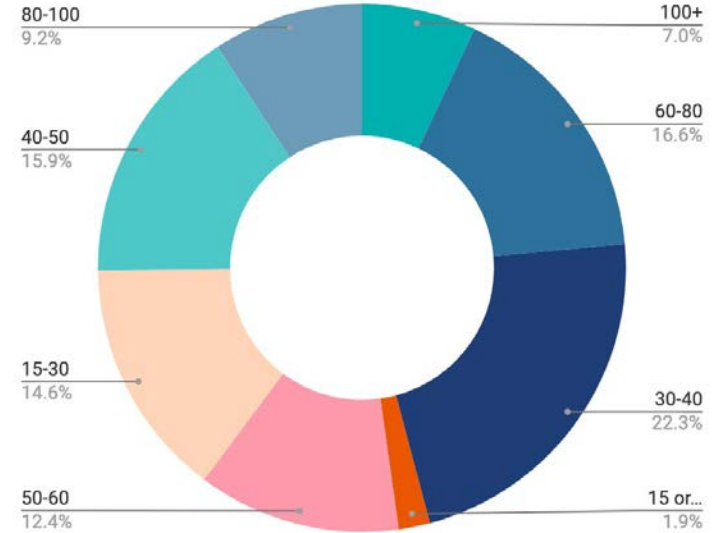


How many ...

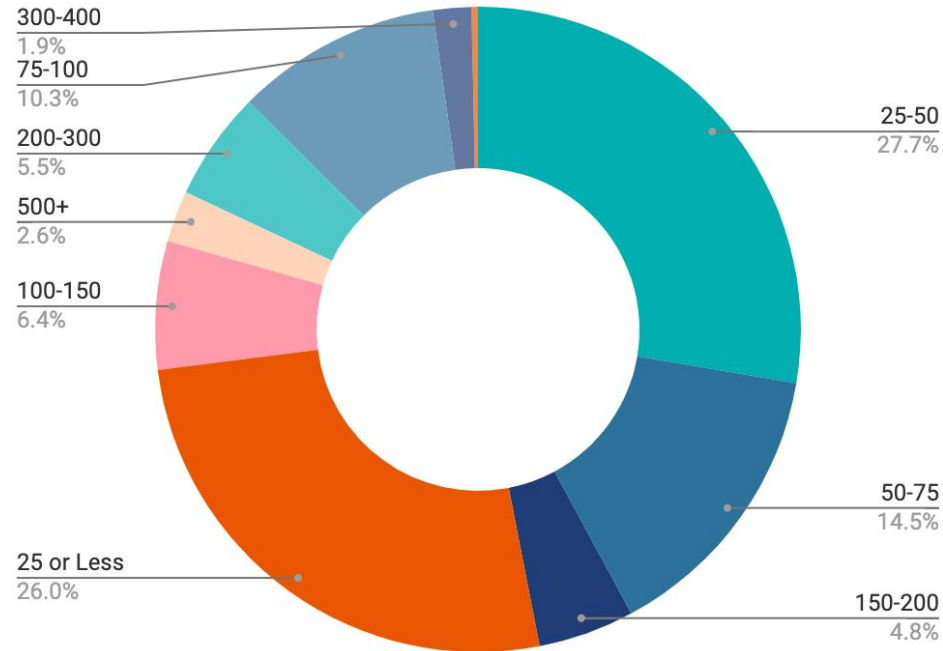
FRAMES CAPTURED



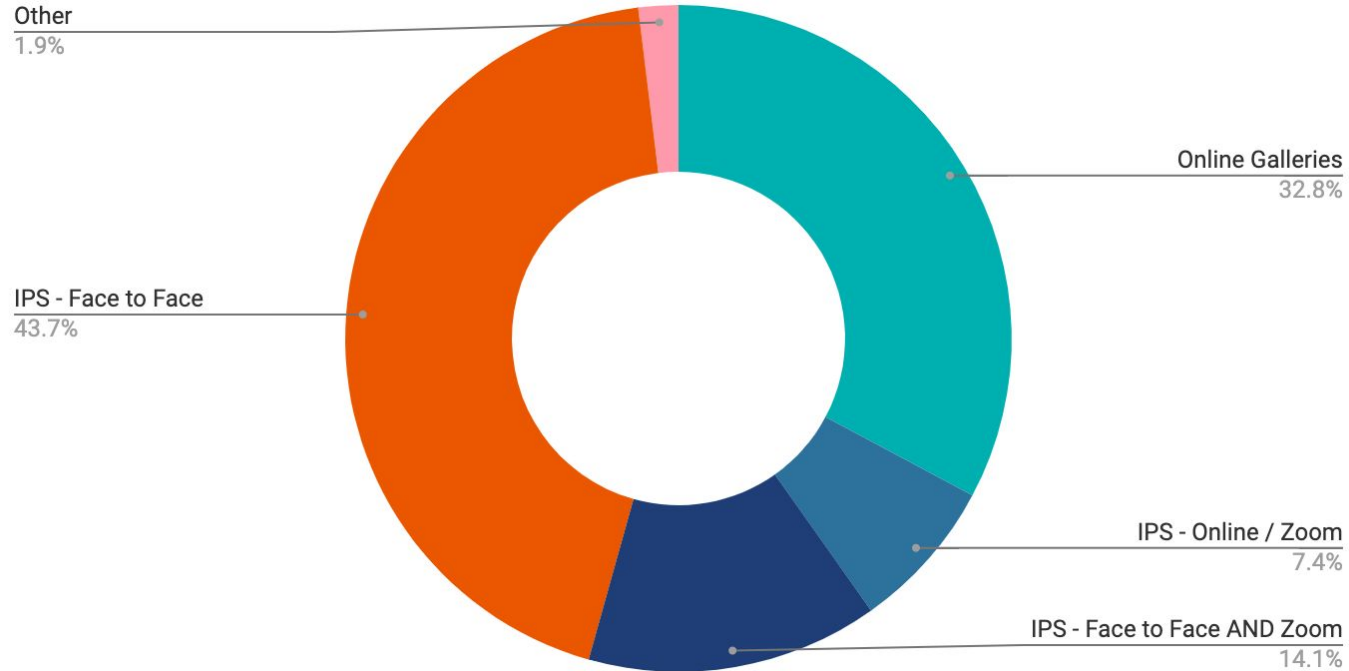
IMAGES SHOWN



How many SESSIONS do you shoot per year?

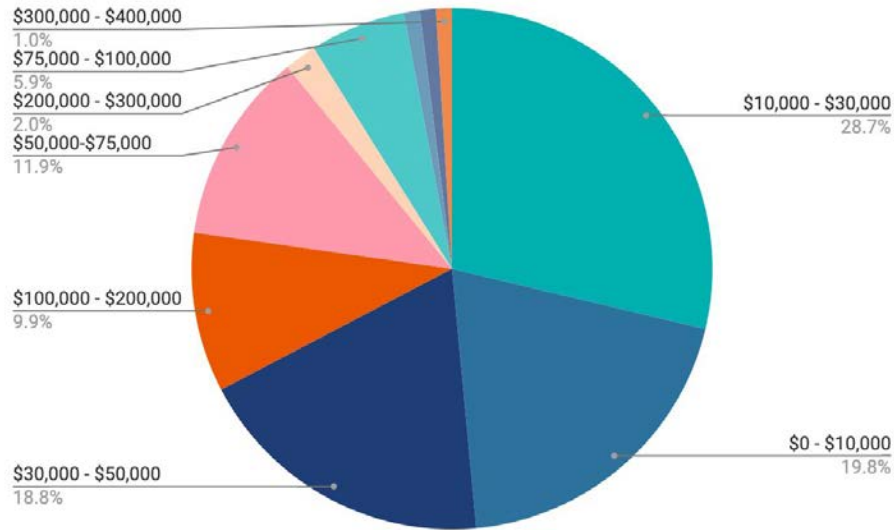


How do you SELL your images / artwork?

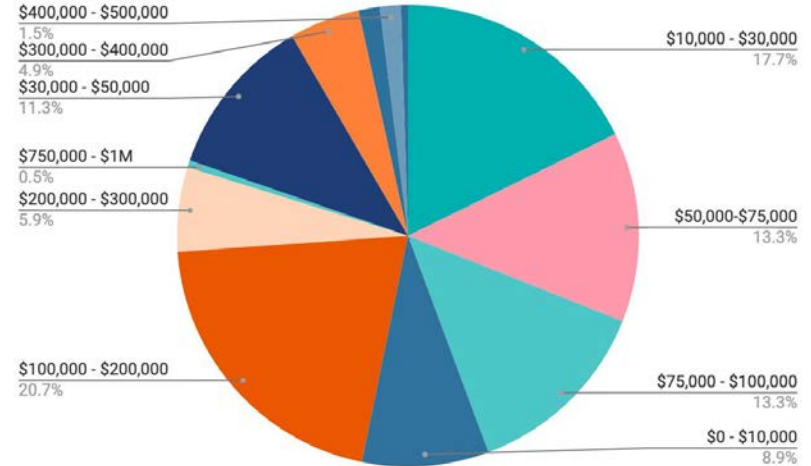


Turnover vs Online Galleries / IPS

ONLINE GALLERIES

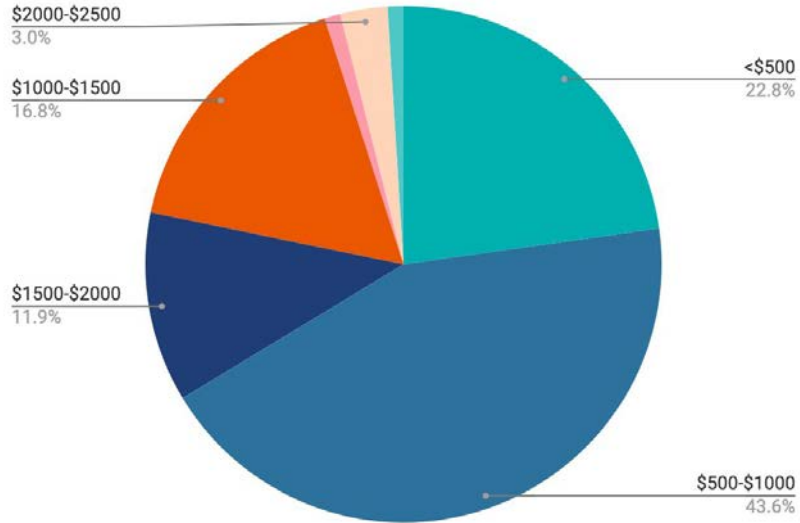


IPS

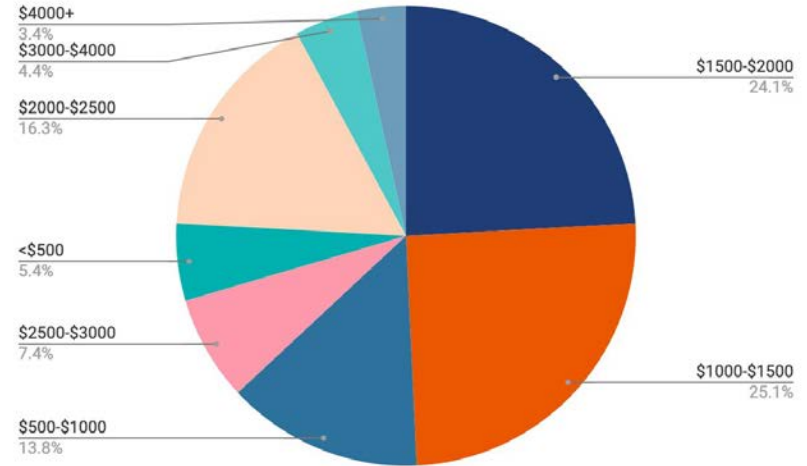


Average vs Online Galleries / IPS

ONLINE GALLERIES

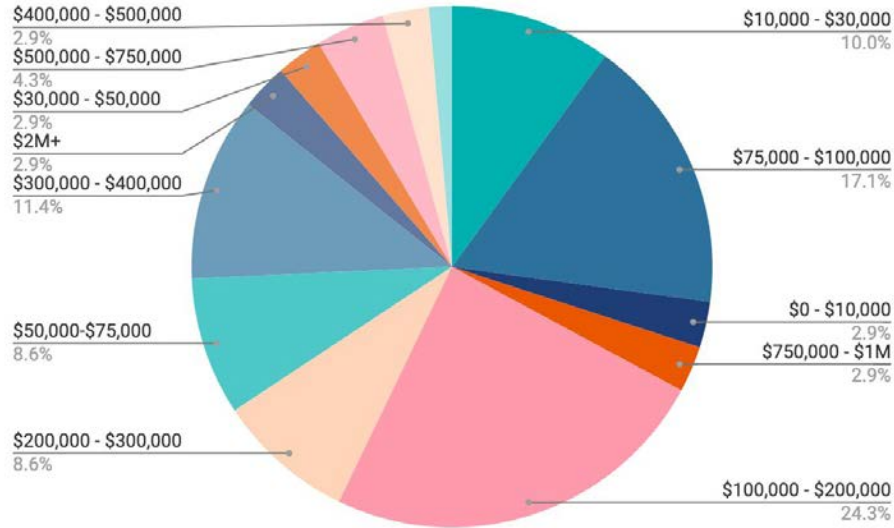


IPS

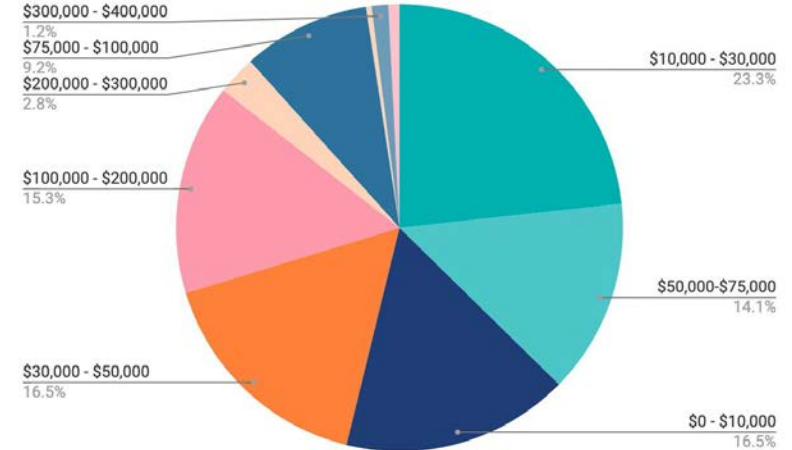


Turnover vs Studio Location

COMMERCIAL

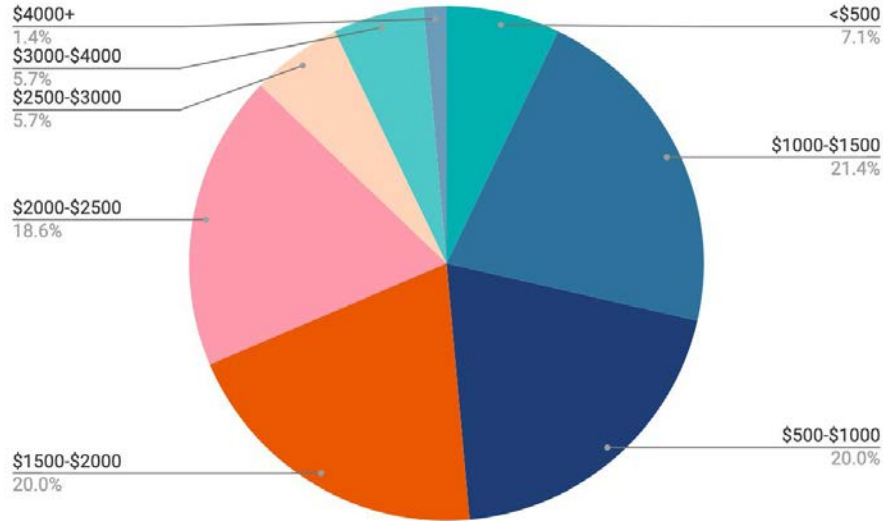


RESIDENTIAL

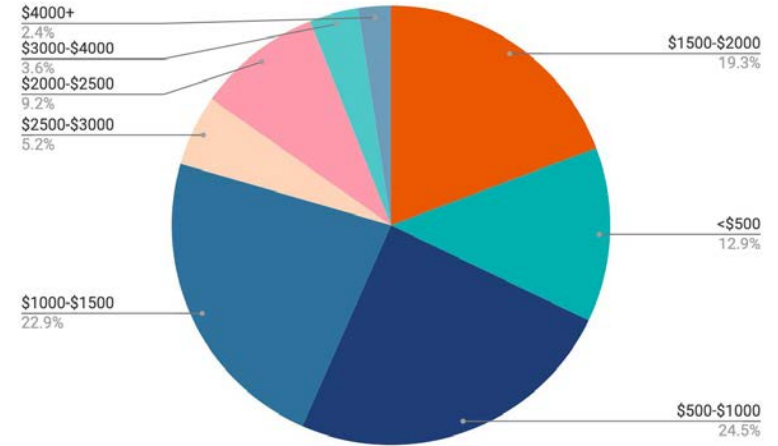


Average Sale vs Studio Location

COMMERCIAL

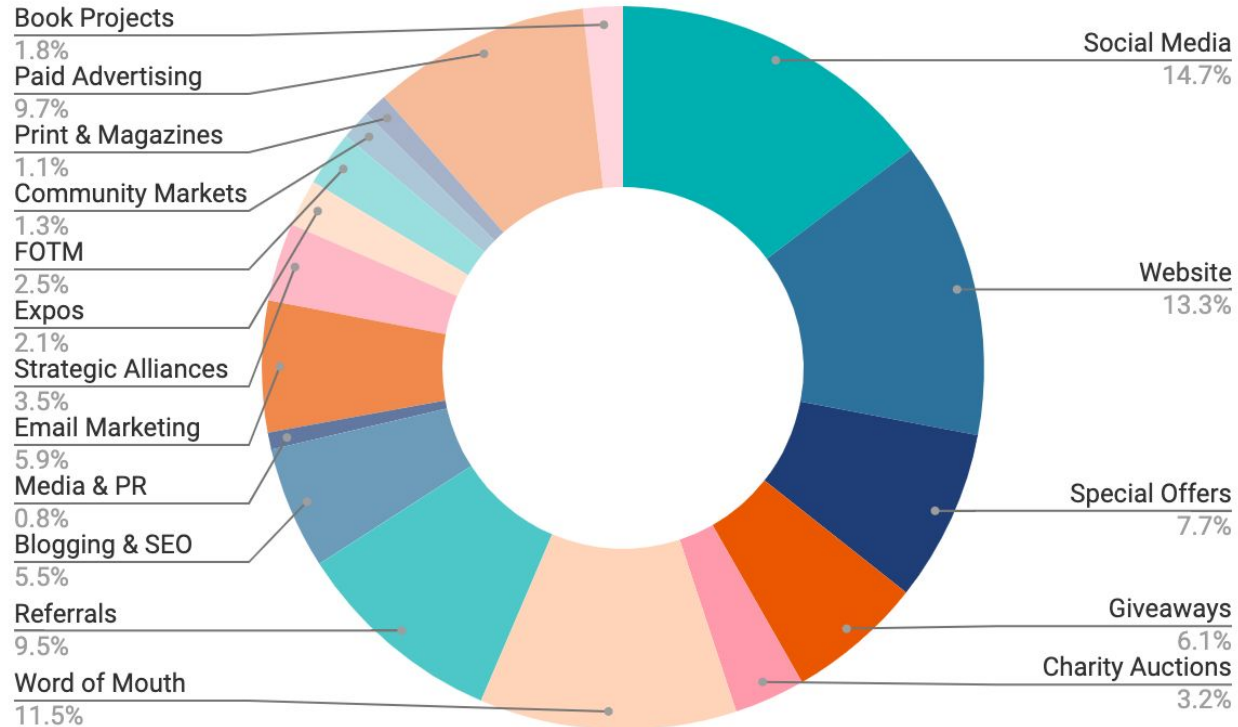


RESIDENTIAL

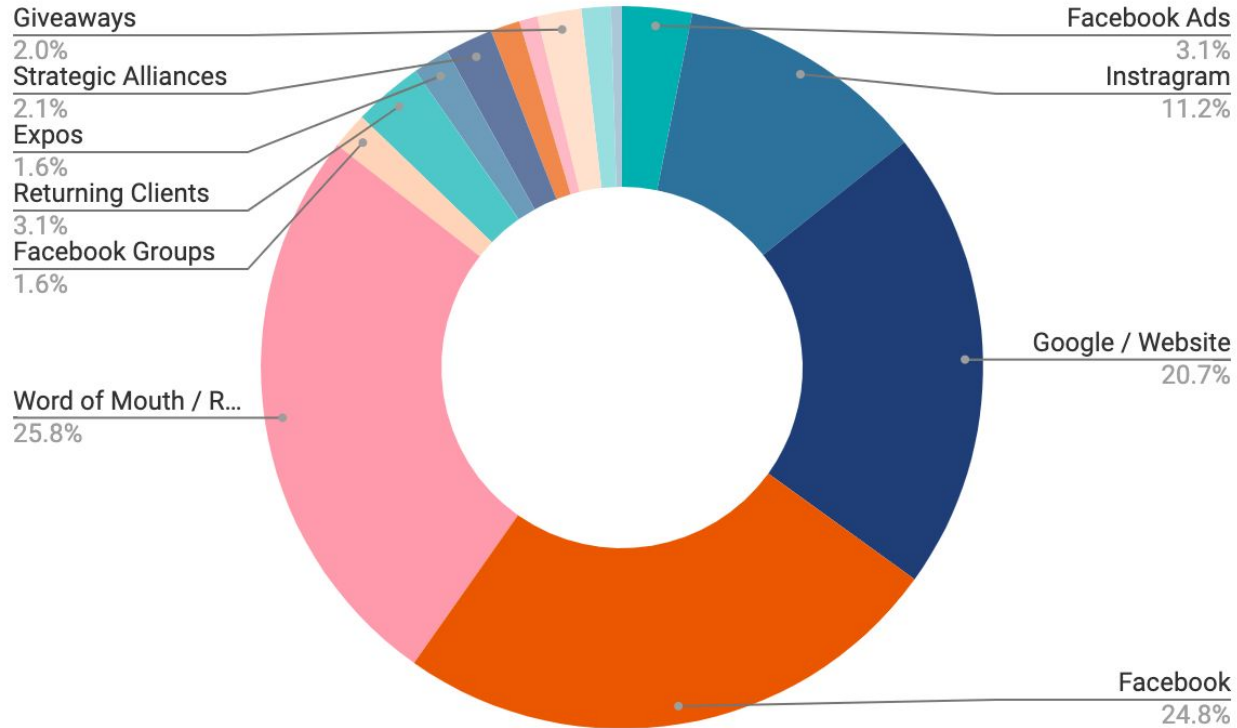


MARKETING

Which Marketing Channels do you ACTIVELY use?

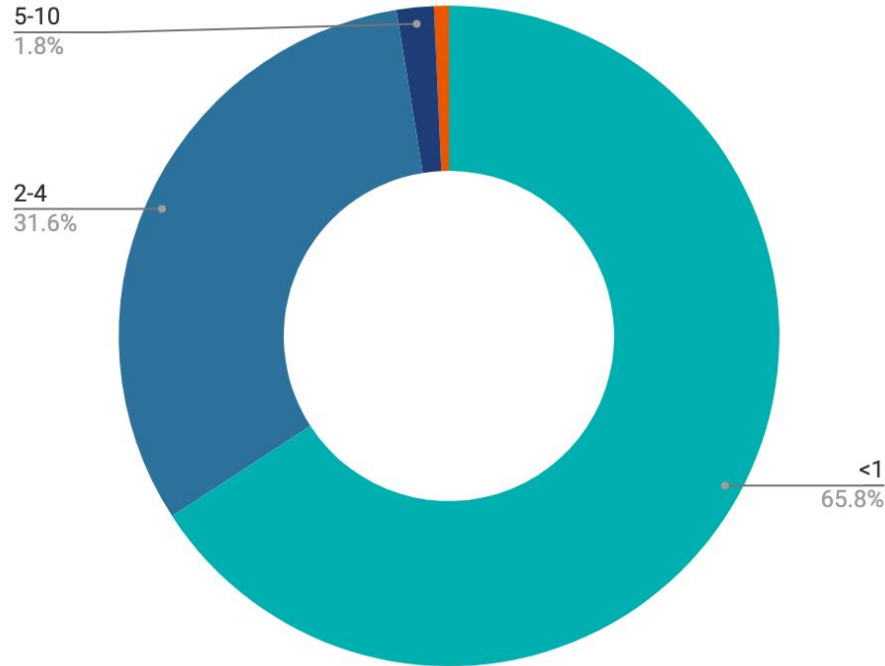


What are your 3 TOP LEAD SOURCES?

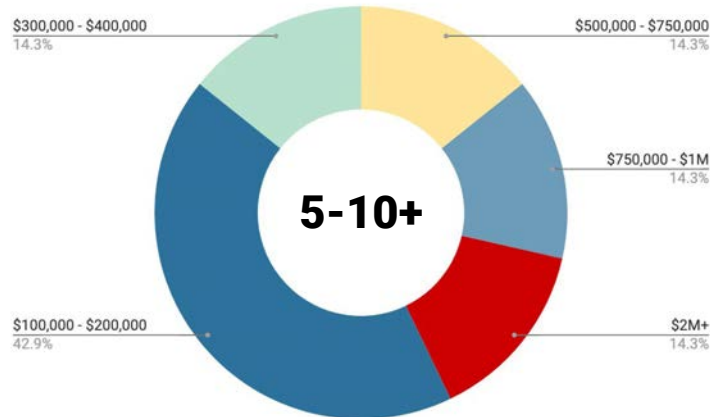
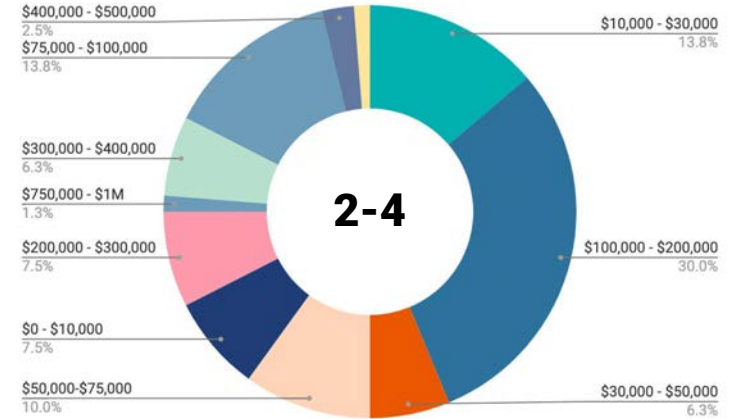
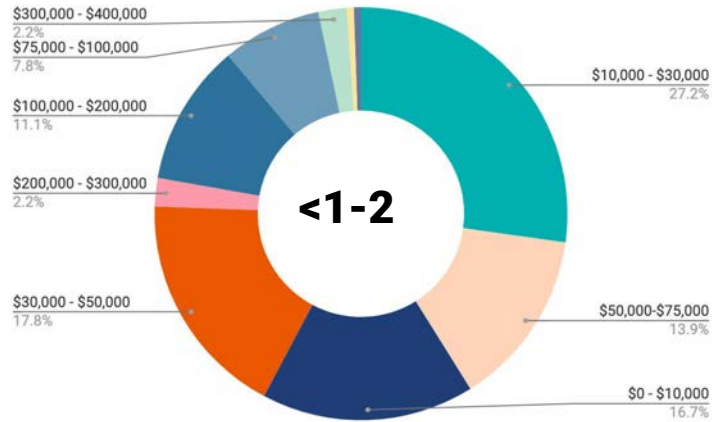


How many Marketing Campaigns / Promos do you have going at any one time?

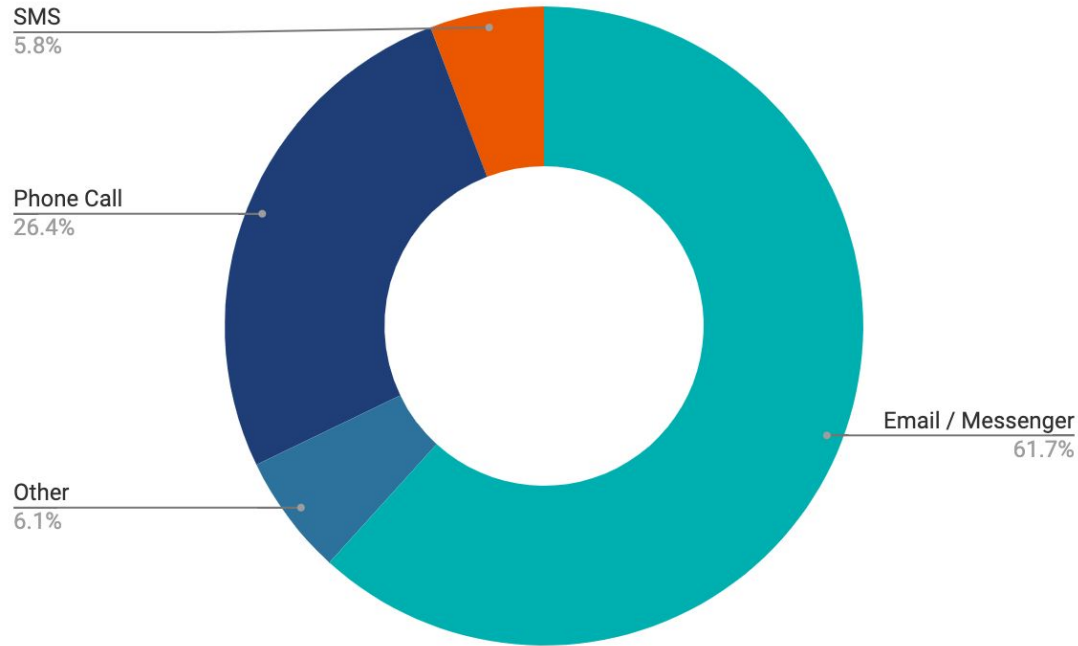
(eg Special Offers, Family of the Month, Giveaways, Strategic Alliances, etc)



Turnover VS Number of Marketing Campaigns

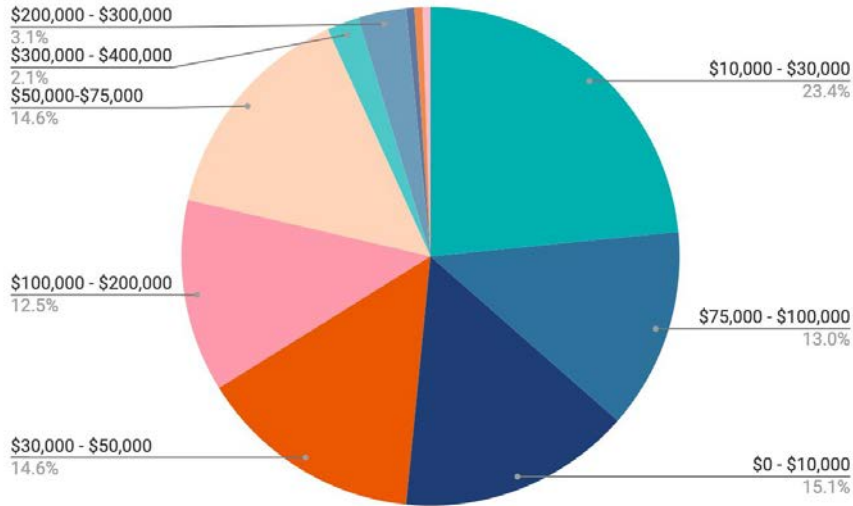


You have just received a LEAD / ENQUIRY. What is your first follow up touch point?

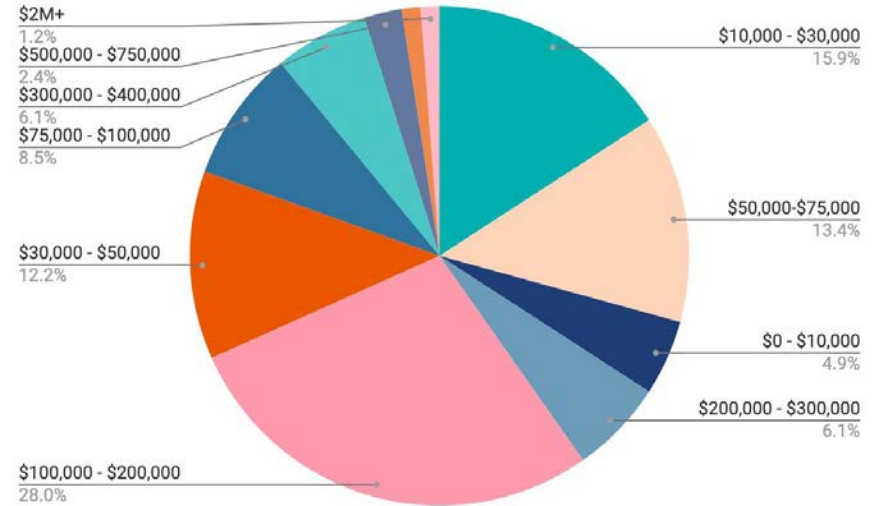


Turnover Vs First Enquiry

EMAIL / MESSENGER

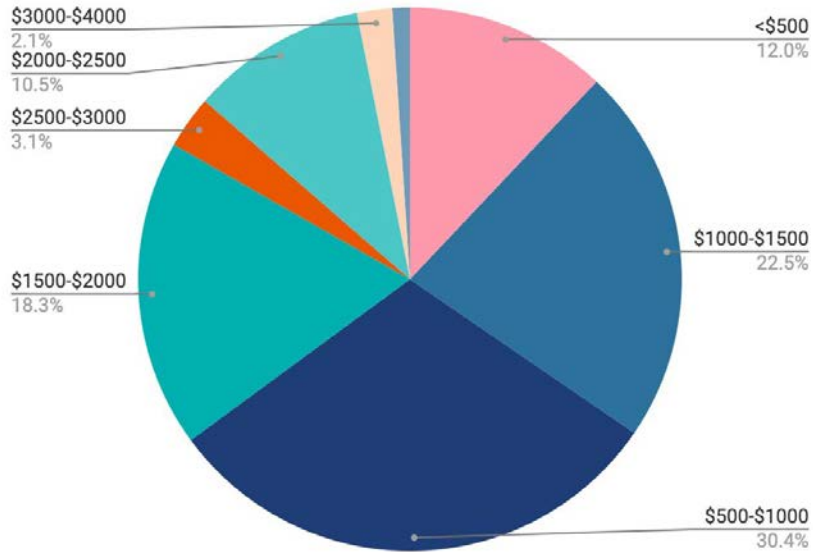


PHONE CALL

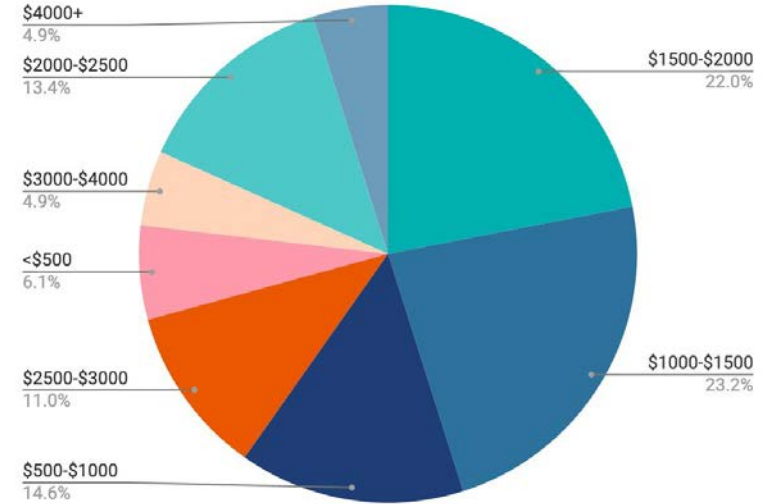


Average Sale vs First Enquiry

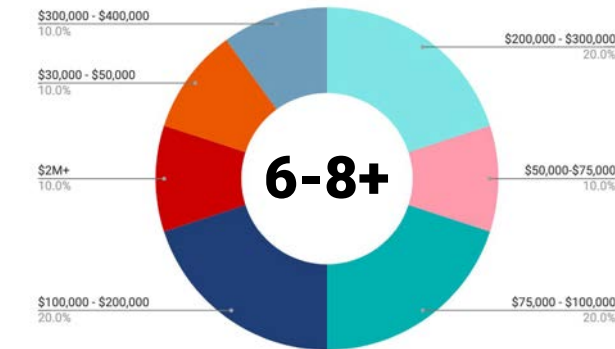
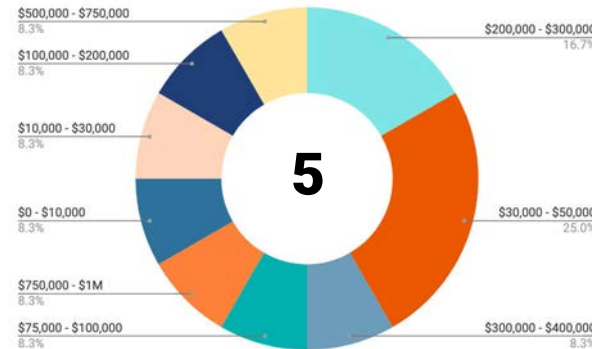
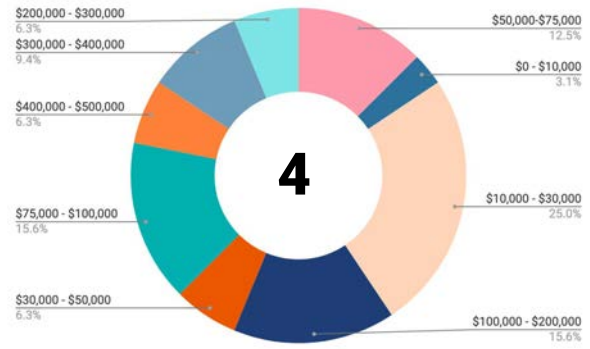
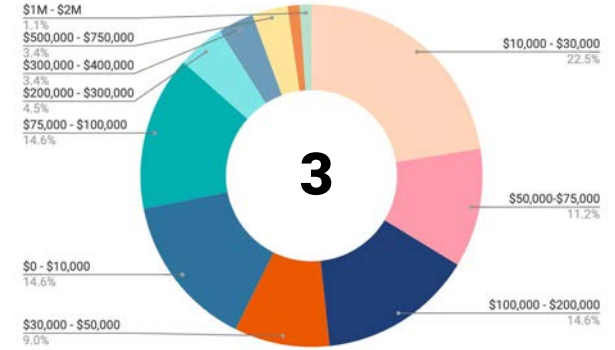
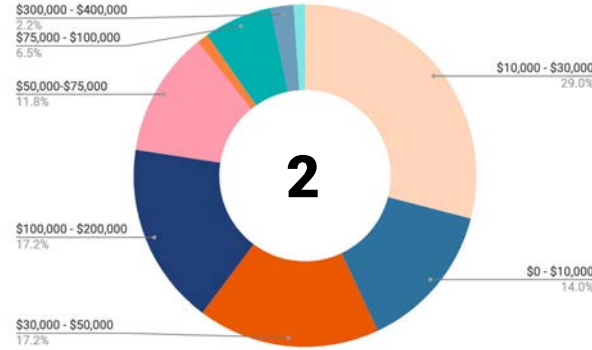
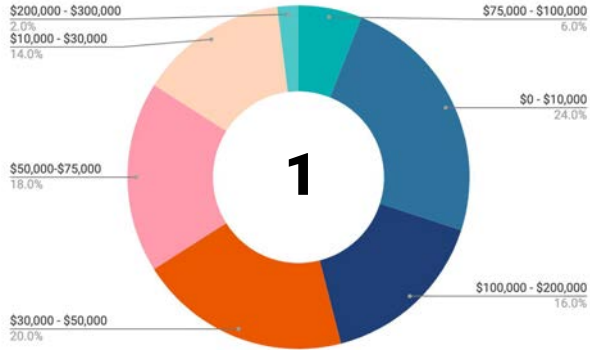
EMAIL / MESSENGER



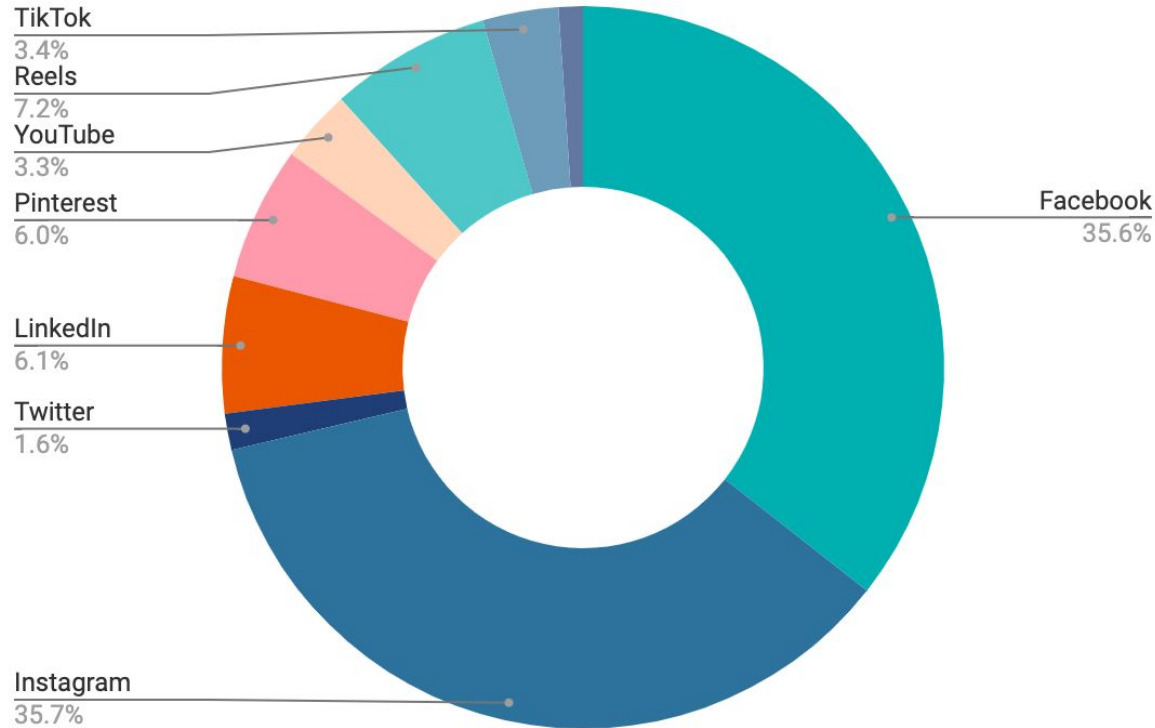
PHONE CALL



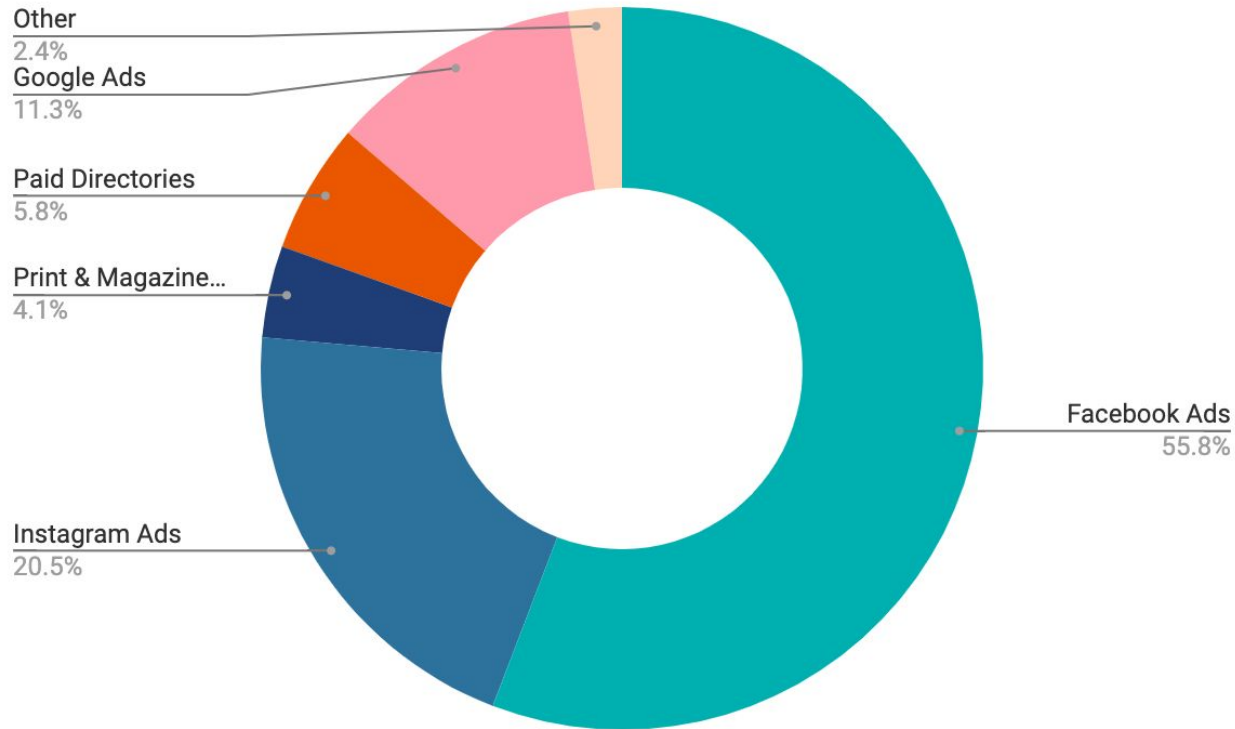
Revenue VS Follow Up



Which SOCIAL MEDIA Channels do you ACTIVELY use?

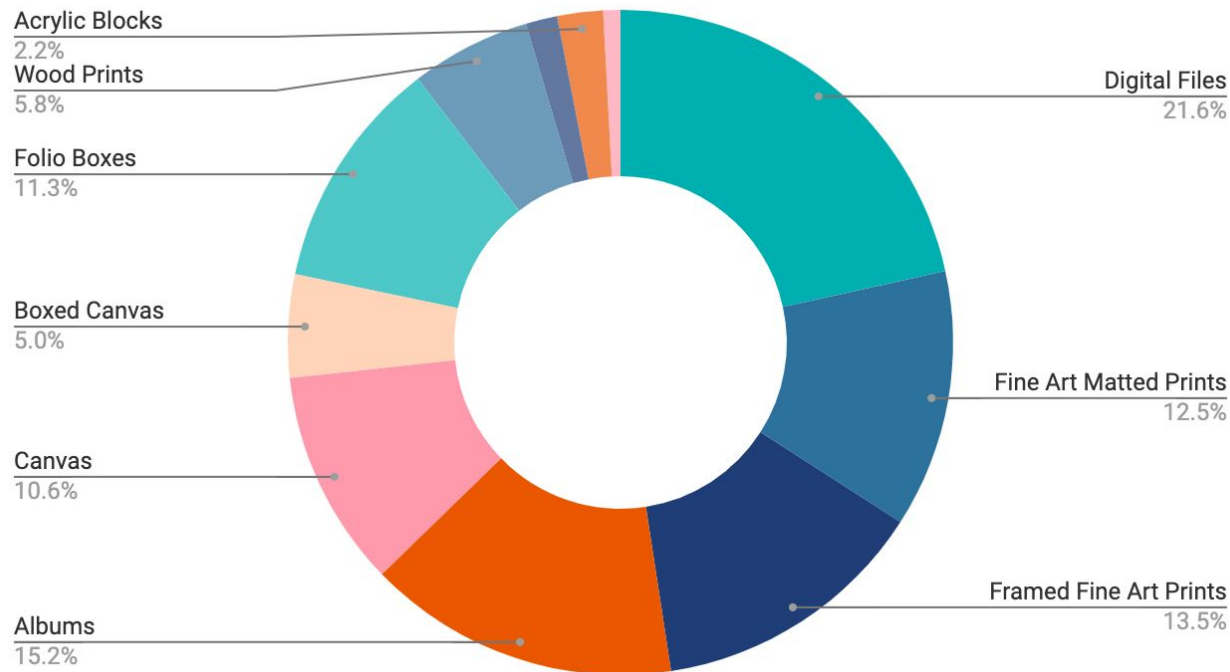


Do you use PAID advertising? If so, which ones?

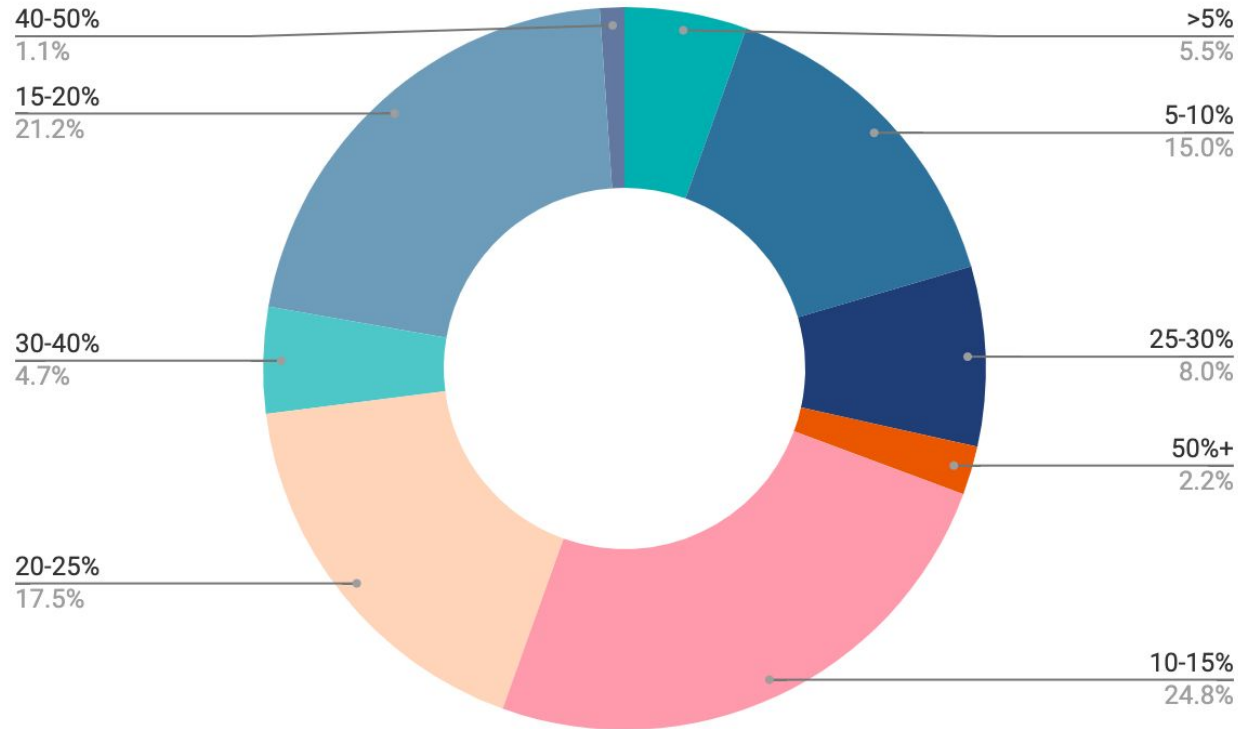


INDUSTRY

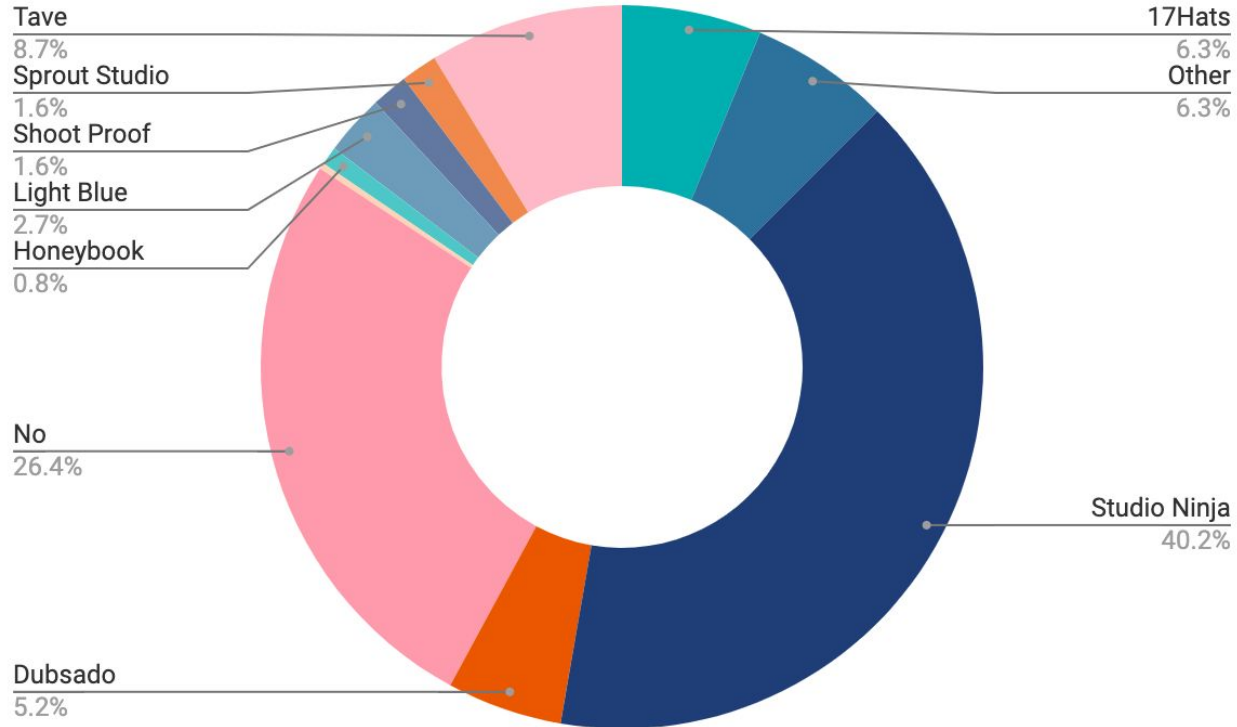
What are your TOP 3 selling products? (Portraiture)



What is your COST OF GOODS when pricing your products?



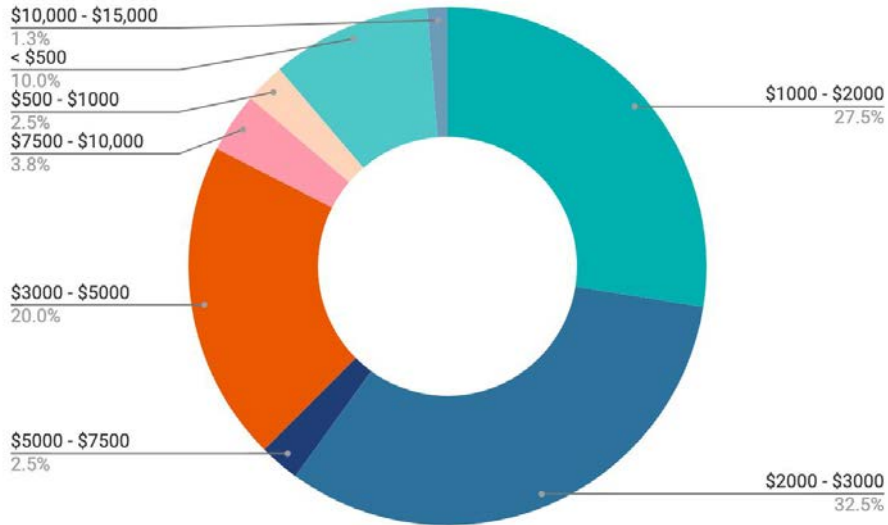
Do you use a CRM?



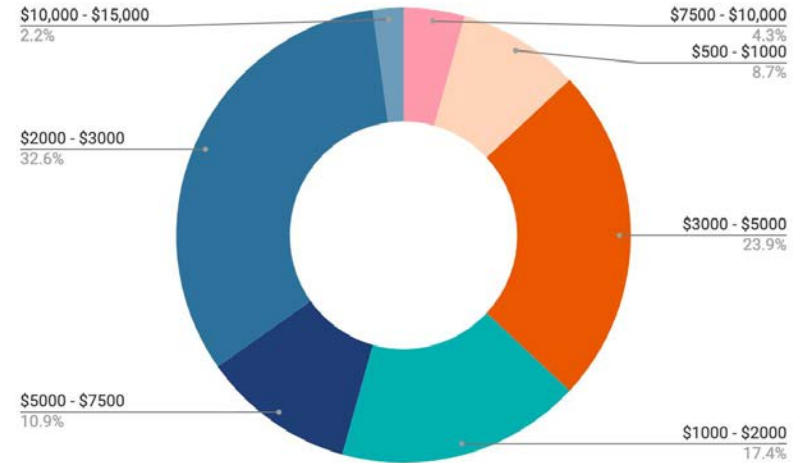
WEDDINGS

What was your AVERAGE SALE before & after Covid?

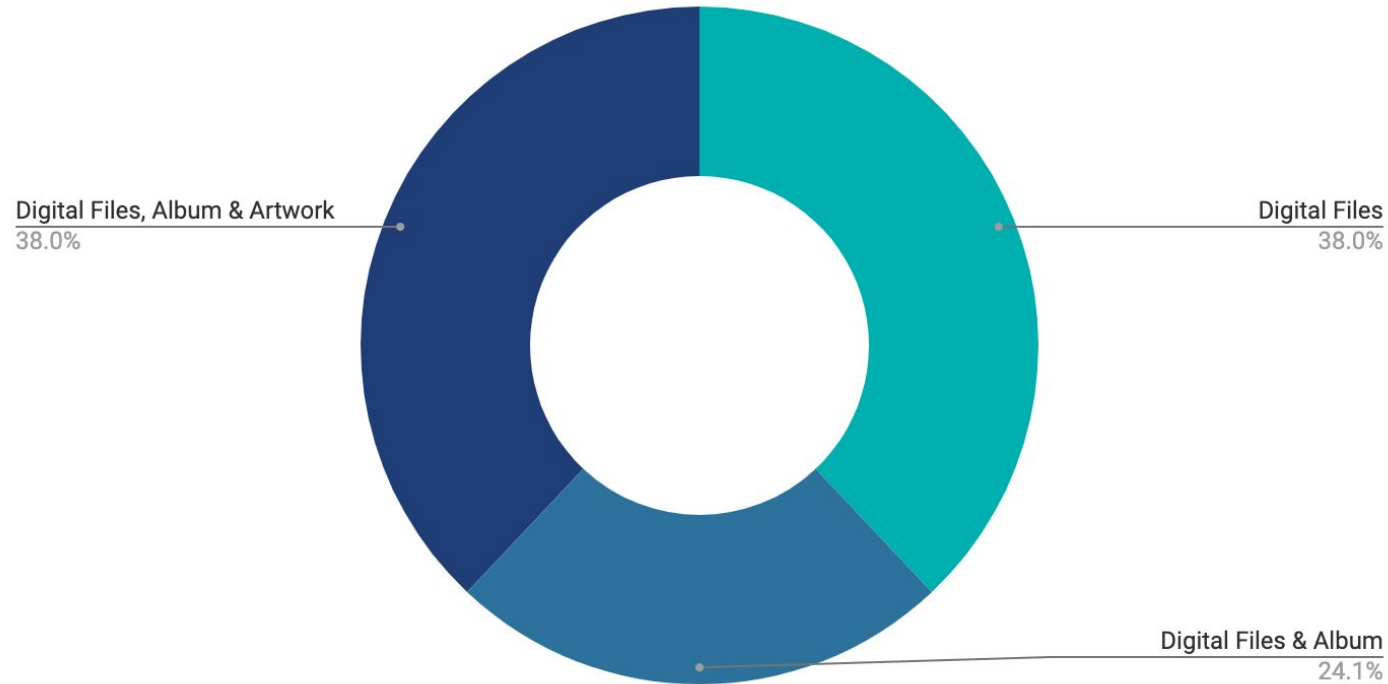
BEFORE



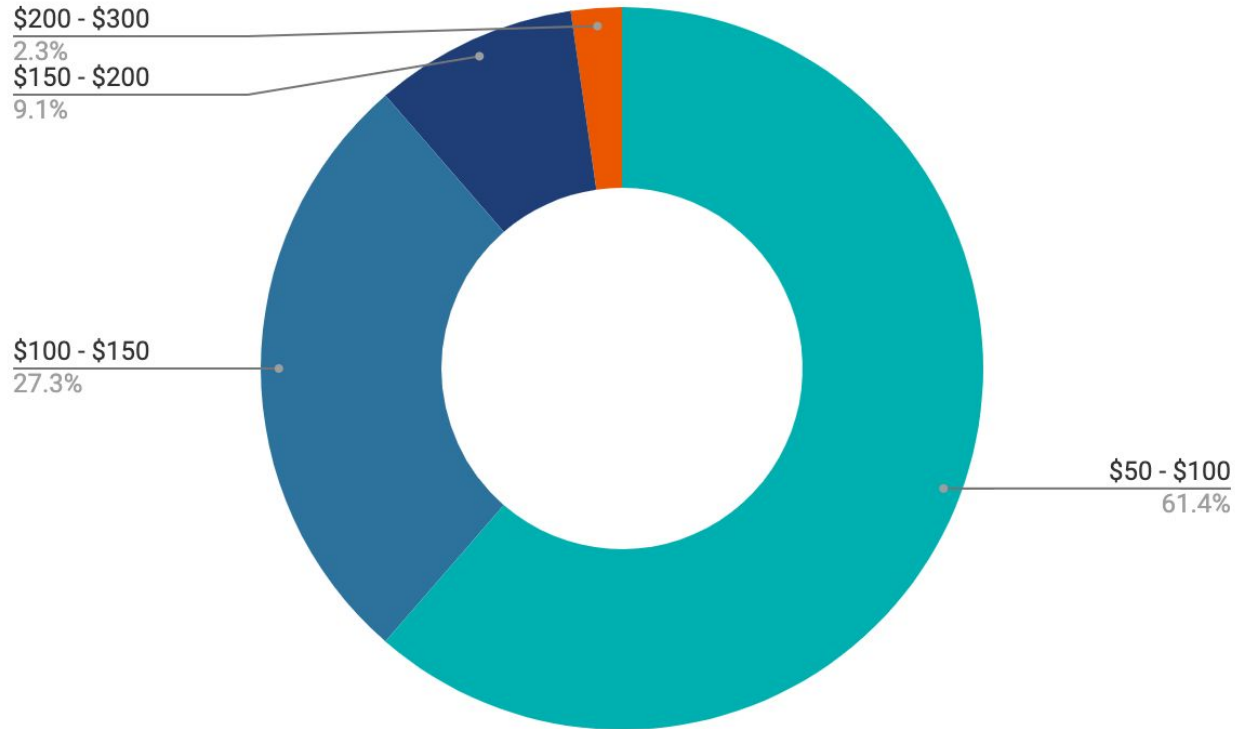
AFTER



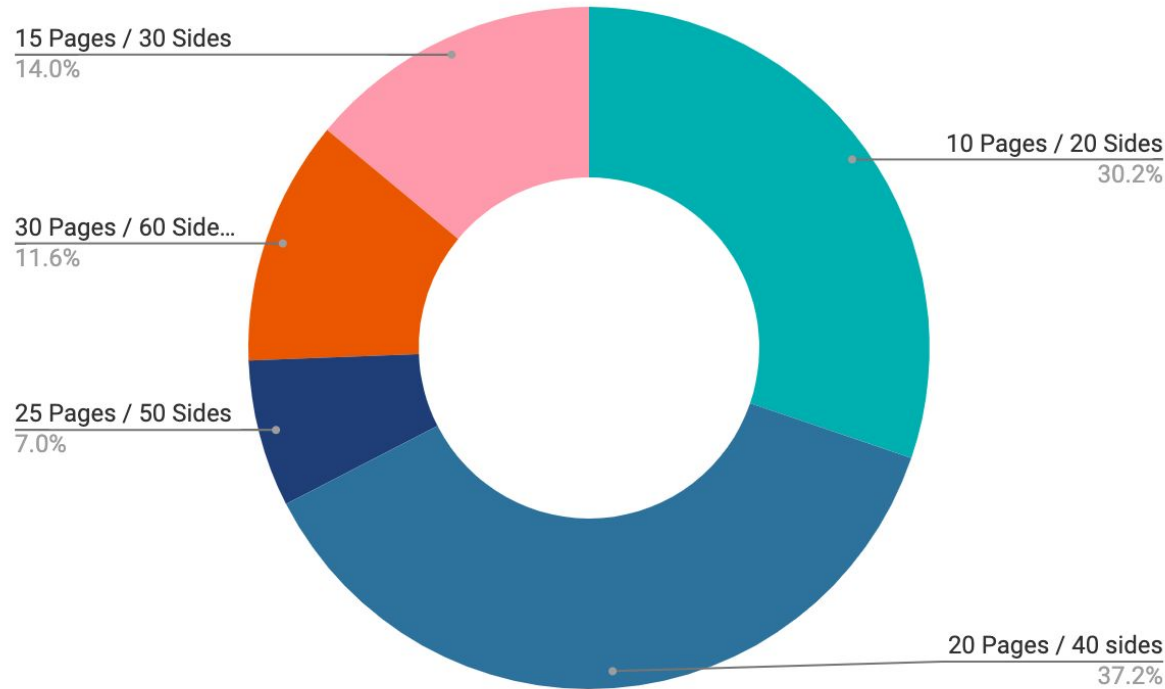
What PRODUCTS to you offer your Wedding clients?



How much extra do you charge per DOUBLE PAGE SPREAD?

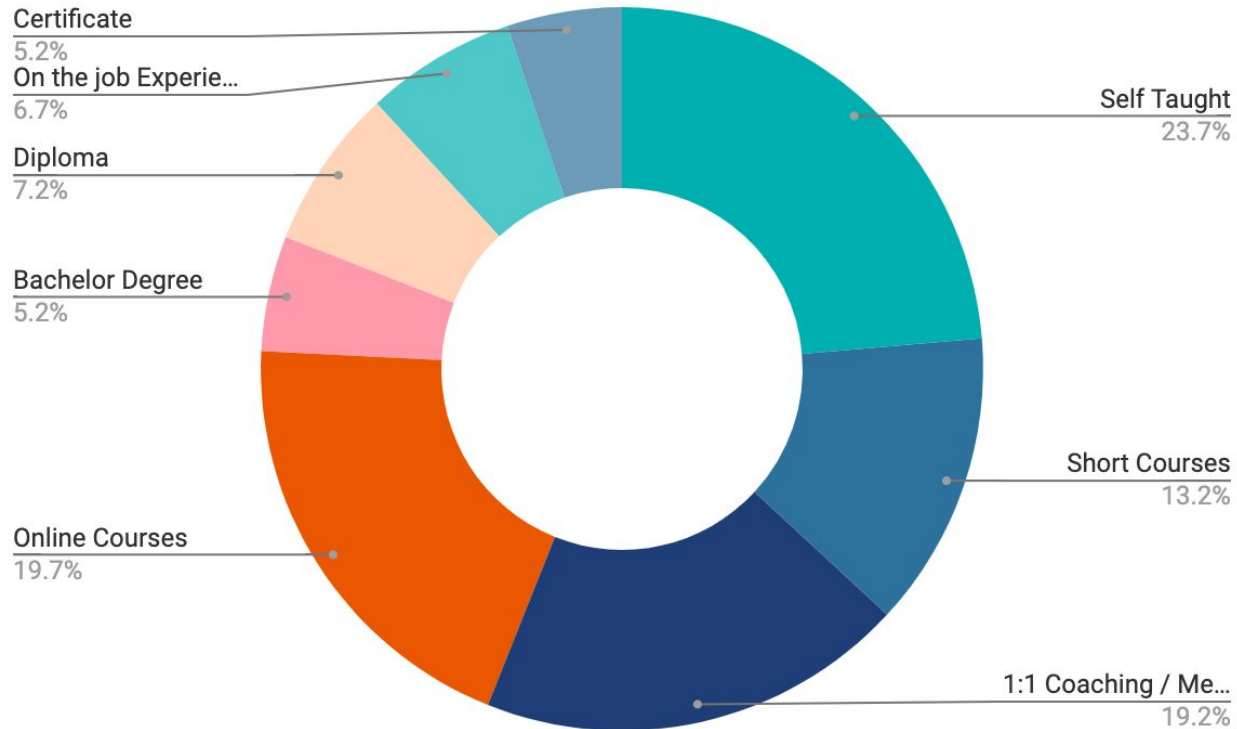


What is the average number of PAGES clients choose for their Wedding Albums?



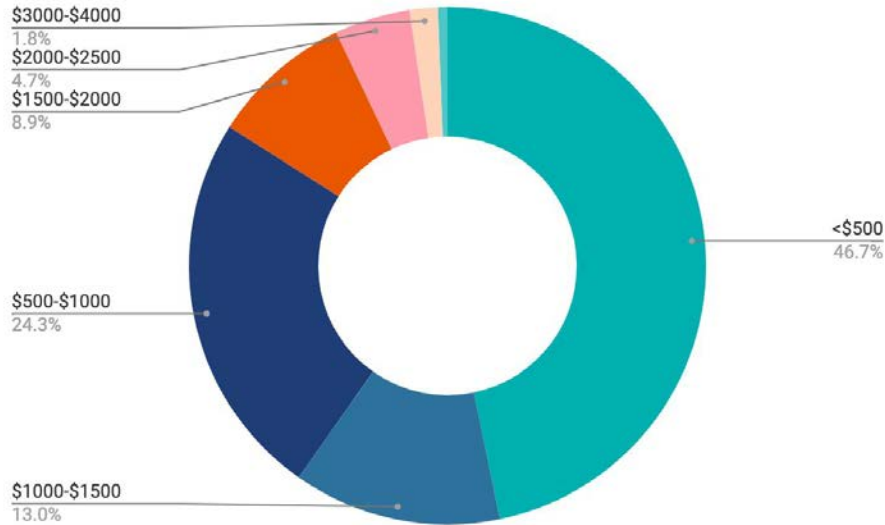
EDUCATION & TRAINING

What Photography TRAINING have you had?

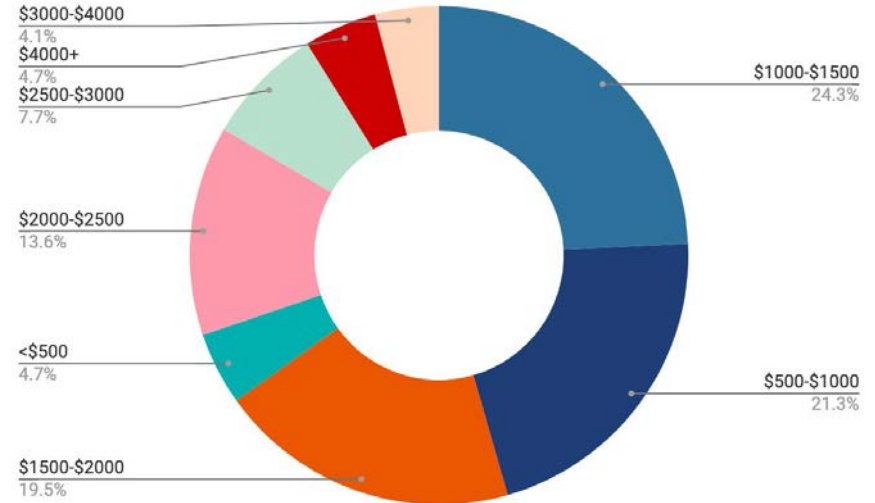


Average Sale Before & After Coaching

BEFORE

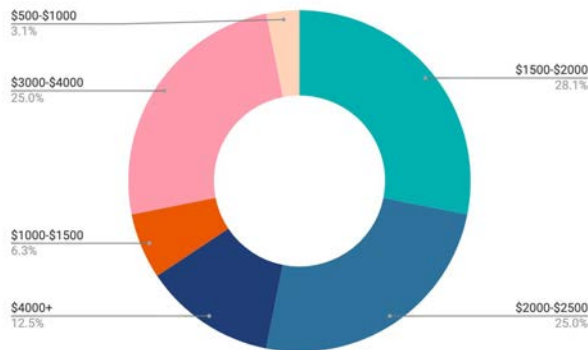


AFTER

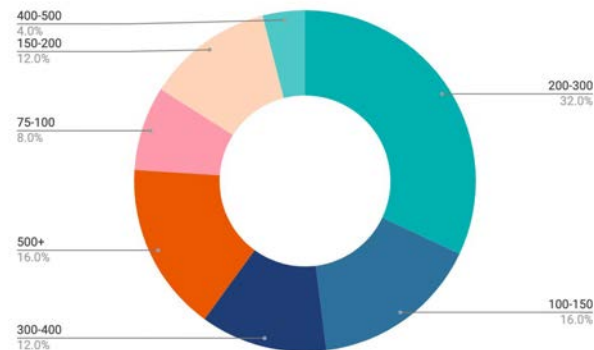


What does a \$300K+ Studio look like?

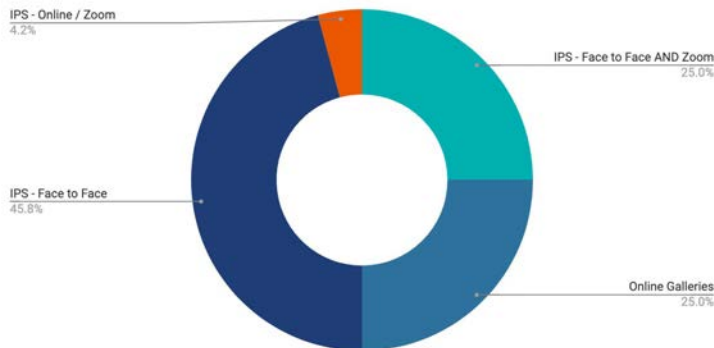
AVERAGE SALE



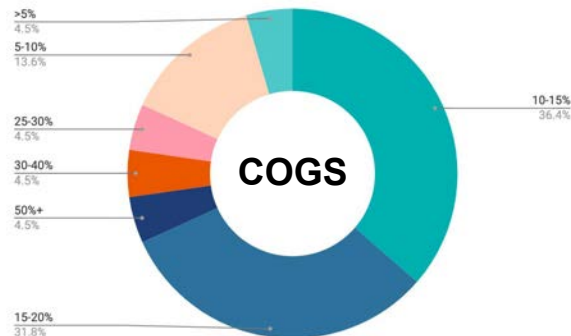
SESSIONS PER YEAR



IPS / ONLINE GALLERIES



COGS



SUMMARY

Summary

- Accountability
- Time Management
- People are spending too much time with clients
- Connect with your clients and you will have a higher Average Sale
- It's not about the photography
- There are multiple business models and workflows
- You need to have multiple marketing strategies at any one given time
- Follow up your leads
- Get on the phone
- Coaching / Mentoring gets results
- No more excuses. The numbers don't lie
- Unicorns are real

WHAT'S NEXT?

Action Items

- Make sure you have the right Business Model, Products & Price List
- Map out your Client Experience (Educate & Automate)
- Time Management - Do a Activity Audit
- List 5 opportunities to improve your Client Experience
- List 10-15 Marketing Campaigns / Strategies
- Create a Lead Follow Up Process
- Get on the phone!!!
- List 5 opportunities optimise your shooting workflow & increase sales
- Get a Coach and join the PPBN Facebook Community

What's Next?

**Make the changes you need to make to build the business
you want to build...**

Do the Work!

The numbers don't lie... no more excuses!

What do I need to work on?

MASTER YOUR MARKETING

- ✓ Increase Leads
- ✓ Increase Bookings and Conversion Rate
- ✓ Better Educate your Clients
- ✓ Create a Marketing Plan
- ✓ Work Smart Not Harder
- ✗ Not for Lazy Photographers

SHOOTING FOR SUCCESS

- ✓ Increase Your Average Order
- ✓ Increase Your Client Expeince
- ✓ Shooting Cretiques
- ✓ Learn How to Shoot with the End Product in Mind
- ✓ Work Smart Not Harder
- ✗ Not for Lazy Photographers

MASTER **YOUR** MARKETING



- Lifetime “On Demand” Access to Step-By-Step Video Modules
- 12 x modules, with 70+ videos
- “How to Guides” Get Started Fast
- Learn Anywhere, Anytime
- Fortnight Accountability Calls
- Private FB Mastermind group
- 4 weeks of Onboarding Group Training (Starting 13 July 9:30 - 11:30am)

My Courses

My Profile

My Achievements

Leaderboard

Members

Facebook Group

Support

Log Out

Master Your Marketing



4 Lessons

Start Here – Welcome



13 Lessons

The Fundamentals



4 Lessons

Know Your Numbers



9 Lessons

How to Craft an Offer



10 Lessons

Mark's Top Marketing Strategies



33 Lessons

Marketing Ideas



5 Lessons

Digital Marketing



22 Lessons

Wedding Marketing Strategies



5 Lessons

Create a 12 Month Marketing Plan



4 Lessons

Closing & Converting



3 Lessons

The Wrap Up



4 Lessons

Accountability Calls

MASTER **YOUR** MARKETING



EOFY SAVE \$1000!

GET STARTED TODAY!

\$1,990

(ONE TIME PAYMENT)

OR

\$430

(TODAY & 4 MONTHLY PAYMENTS OF \$430)

\$199

(TODAY & 0% INTEREST OVER 12 MONTHS)

Coupon code: EOFY22MYM

www.markrossetto.com/master-your-marketing/

Professional
Photography
Business
Network

SHOOTING **FOR** SUCCESS



- Lifetime “On Demand” Access to Step-By-Step Video Modules
- 8 x modules, with 40+ videos
- “Shooting for Success Framework”
- Learn Anywhere, Anytime
- Monthly session critiques
- Over 30 Session Critiques
- Private FB Mastermind group
- 2 weeks of Onboarding Group Training (Starting 15 July 9:30-11:30am)

My Courses

44

My Profile

My Achievements

Leaderboard

Members

Facebook Group

Support

Log Out


MARKROSSETTO

PHOTOGRAPHY COACHING

Mark Rossetto Gorges

Shooting for Success

COMPLETE




START HERE - WELCOME

4 Lessons

Welcome

COMPLETE




PRE-SESSION PLANNING

6 Lessons

Pre-Session Planning

COMPLETE




SHOOT TO SELL

8 Lessons

Shoot To Sell

COMPLETE




FRAMEWORK

10 Lessons

Shooting For Success Framework

COMPLETE




PURCHASING CONSULT

17 Lessons

Purchasing Consultation

COMPLETE




COLLECTION

4 Lessons

Artwork Collection

COMPLETE




THATS A WRAP

1 Lesson

Thats A Wrap

START COURSE



GROUP SESSION CRITIQUE'S

1 Lesson

Group Session Critique's

Professional
Photography
Business
Network

SHOOTING **FOR** SUCCESS



EOFY SAVE \$1000!

GET STARTED TODAY!

\$990

(ONE TIME PAYMENT)

OR

\$222

(TODAY & 4 MONTHLY PAYMENTS OF \$222)

\$99

(TODAY & 0% INTEREST OVER 12 MONTHS)

Coupon code: EOFY22S4S

www.markrossetto.com/shooting-for-success/

Professional
Photography
Business
Network

Testimonials

100's of photographers from around the world can't all be getting it wrong. Check out the videos below and read the most recent reviews amazing stories and client testimonials on ["Mark Rossetto Coaching" FB Page Reviews page](#). The results speak for themselves.



[Written Reviews](#)

Industry Partners



Industry Labs

“Over the years, we have seen many of his clients dramatically grow their businesses with a consistent increase in product orders month after month, year after year. The systems, processes and ideas that he tailors to each studio in each market, help them to run well functioning studios that sell large quantities of products and generate significant profits. Time and time again, we have seen studios accelerate rapidly after his coaching. The studios he coaches shoot more sessions, have higher average sales, are run more professionally than other studios and order more artwork and finished products. We have the stats and the results speak for themselves.”

Liam Tovey, Managing Director / Owner, BPRO/Brilliant Prints

“Over the past 30 years I’ve been working for Seldex and we’ve had plenty of photography coaches come and go. But I must say, Mark Rossetto has to be the most constant throughout the years. His industry knowledge and ability to help a wide range of photographers from those just starting to seasoned professionals, to the different genres from Wedding, Portrait, Family, Pets, Newborn, is mind-blowing. We’ve seen first hand the increase in product orders and sales from photographer’s Mark has worked with directly.”

Nicole Fitzpatrick, Sales & Marketing Manager, Seldex Australia

**NEED HELP ORDERING OR HAVE ANY
QUESTIONS?**

mark@markrossetto.com
Kylie@kreatology.com

Professional
Photography
Business
Network

MARKROSSETTO
PHOTOGRAPHY COACHING

Kreatology
BY KYLE GARNER

2022 STATE OF THE INDUSTRY REPORT