



IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

FORMAT → QUESTION > ...

SLR LOUNGE

STEP 1

LAYING YOUR FOUNDATION



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- Why should I focus on a specific niche?
- Can I make enough money if I niche down?
- How do I pick a niche that fits me?
- Who are the competitors in my space?
- How do I stand out from my competitors?
- How can I execute/implement quickly!?



HEADS UP! THIS IS FAST-PACED!

I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

**LET'S WORK
SMARTER...
NOT HARDER!**





IF YOU HAVEN'T ALREADY...

- Choose a business name
- Selected a website URL
- Created a logo / website
- Put together your portfolio
- Started marketing

THEN WAIT!



IF YOU HAVE

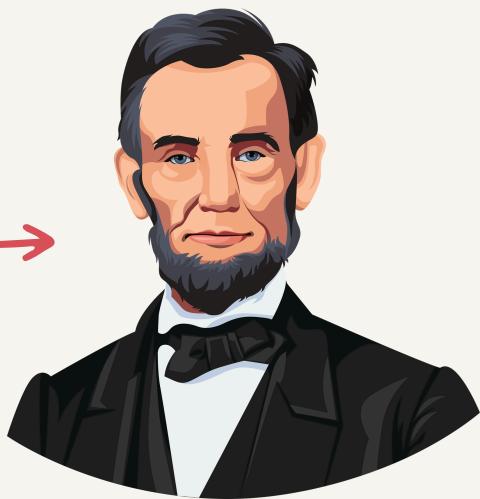
Don't change anything just yet.
Let's refine one thing at a time as
you move through the program.



BUT WHY?

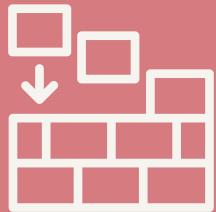
Working on your website, branding, or even your marketing efforts will likely be ineffective, and ultimately lead to a lot of re-work.

REMEMBER! →



“If I had six hours to chop down a tree, I’d spend the first four sharpening my axe.”

ABRAHAM LINCOLN



BUILD A LUXURY PHOTOGRAPHY BRAND

PART.1



CREATE A QUALIFIED LEAD GEN PIPELINE

PART.2



BECOME A SALES AND CLOSING WIZARD!

PART.3

**Why am I struggling to consistently
attract quality leads that turn into
high-paying clients?**



**Why am I struggling to consistently
generate quality leads that turn into
high-paying clients?**



**Why am I struggling to consistently
convert quality leads into high-paying
clients (without discounts)?**



> 90% OF US

**Why am I struggling to consistently
attract quality leads that turn into
high-paying clients?**



> 90% OF US...

Decide to go pro. Rush to put up a website and portfolio. Start marketing our services (IG, paid ads, etc).



LEAKY BUCKET SYNDROME...

Marketing without a properly established brand is like trying to capture water with a broken bucket.



HOW? WHERE?

You'll struggle to convert views into leads, and you'll struggle even more turning those leads into price-respecting clients.

WHAT'S WEALTH BUILDING WITHOUT PROTECTION?

You've leveraged the Bank to finance your home...
Why not leverage the Bank to finance your retirement?

Introducing: Kai-Zen!

Take Advantage of the Bank Now!



KaiZen

EXPERIENCE IN FINANCIAL SECURITY

POWERFUL FINANCIAL PRODUCTS

TEAM OF PROFESSIONALS

ABOUT US

[REDACTED] was founded with the mission to serve and protect families' wealth across the country via financial education and comprehensive planning. The team at [REDACTED] put client's needs first and follow the Golden Rule: "Treat others how you want to be treated." This simple rule, combined with their professionalism, in-depth knowledge, and strong sense of fiduciary duty, [REDACTED] and [REDACTED] have built a strong reputation to provide the utmost care and have continued to earn their client's trust and loyalty year after year.



Video unavailable

This video is private





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Need help with your account?

Find account resources, information and forms to help you easily manage your account.

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WHO WE ARE

Your goals are what matter

At Capital Group, home of American Funds, we have only one goal: to help you achieve yours. In business for 93 years and with more than \$2.8 trillion* in assets under management, we've helped millions of investors pursue their goals. Learn how we make it happen.

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Topics to think about before you invest

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Wherever you are in life, we're there with you



Saving for college

New parent, proud grandparent or anywhere in between, contributing to a child's education just makes sense.

[LEARN MORE](#)

Finances after 40

If you're making changes in your career or relationship, or focusing on your future retirement, learn how to be financially prepared.

[LEARN MORE](#)



EFFORT = 10X-100X

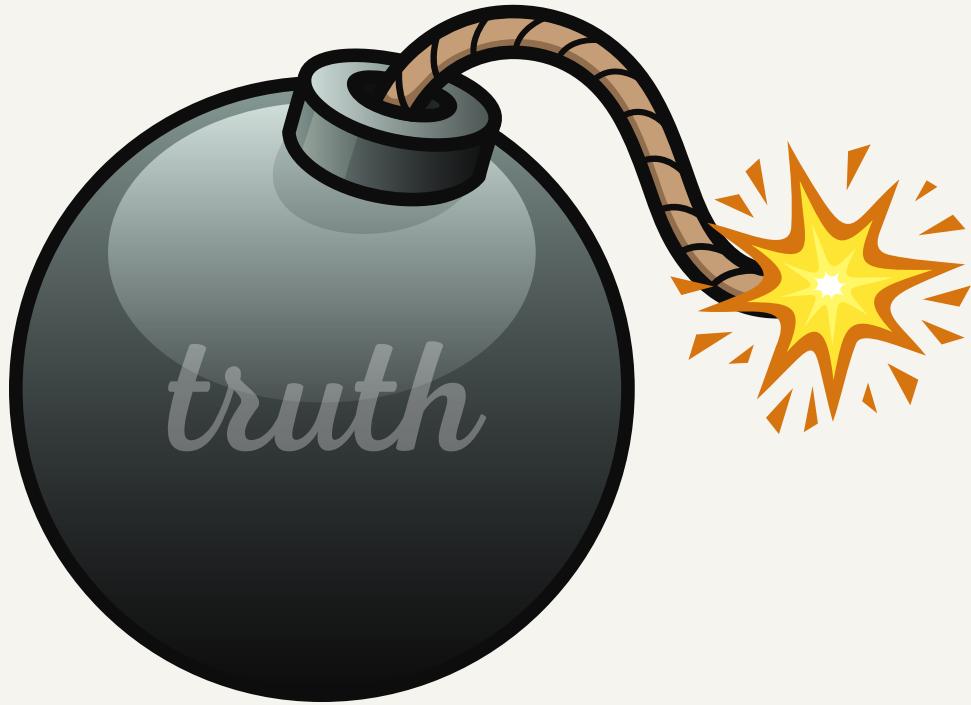
With a leaky bucket, you'll work 10x to 100x harder to make the exact same amount of money.



WHAT WE THINK...

This is where our scarcity mindset and self-limiting beliefs take over:

- ✖ “The market is just too saturated”
- ✖ “Clients don’t value good photography”
- ✖ “Clients don’t respect my prices (or ghost)”
- ✖ “I can’t compete with cheap photographers”
- ✖ “If I niche down, I’ll lose clients”
- ✖ “If I raise prices, I’ll lose clients”



MOST OF US...

Failed to build a luxury brand, then wonder why we're not getting high-quality leads > high-paying clients.

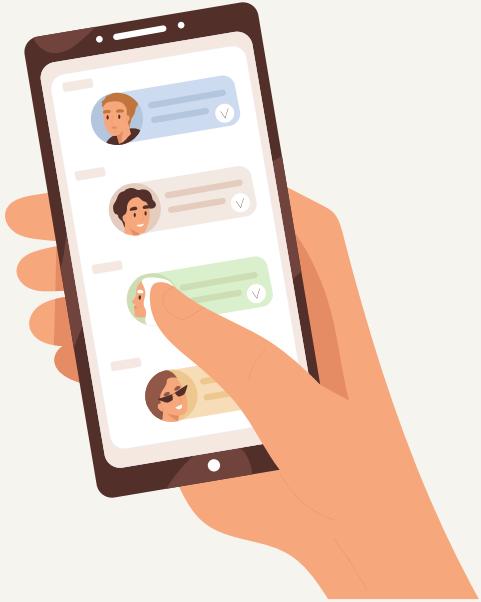


PHOTO = LUXURY

No matter how you design your brand, we have to recognize that it must be positioned as a luxury brand.



LUXURY =

Products or services that are:

- Limited in nature
- Require highly skilled labor
- Time intensive
- Elevated experience

COMMODITY VS LUXURY



What are the differences in these two consumer experiences?

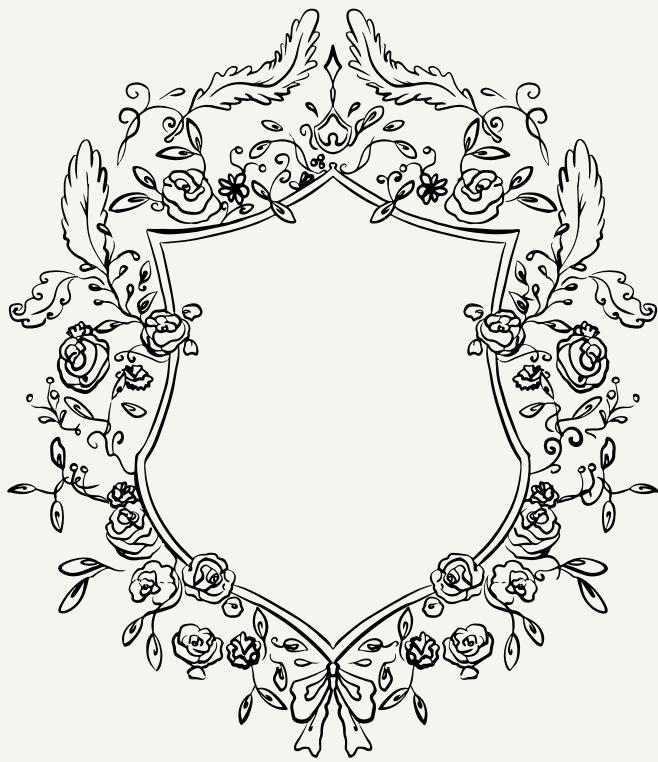


AND YET...

Most (> 90%) of us create brands that look like a commodity, and leave our clients in a position to price shop.



Then we wonder why they do...



FRAMING

**Let's make this concrete by
illustrating the power of framing.
Commodity, versus luxury.**



Pacific Northwest X-Ray Inc.
Simply the

Search for X-Ray Products.



Go!



Pacific Northwest X-Ray Inc.

P.O. Box 625 * Gresham, OR 97030 U.S.A.

503-667-3000 * Toll Free U.S.A: 800-827-9729 * Fax : 503-666-8855

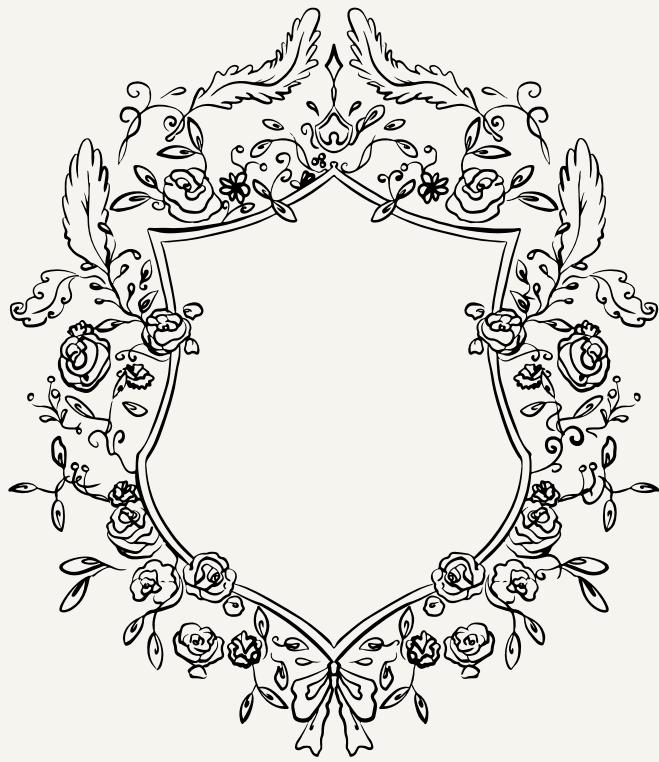
This web site is our catalog! **No printed catalog is available.**
©1997-2022 Pacific Northwest X-Ray Inc. - Sales & Marketing Division - All Rights Reserved



FAMILY GALLERY

Write your summary here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





FRAMING

Now let's see it for real...

HOME ABOUT



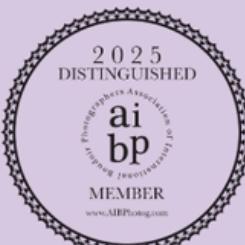
PORTFOLIO CONTACT



BOUDOIR EXPERIENCES EMPOWERING YOU TO EMBRACE
YOUR JOURNEY AND UNVEIL YOUR SEXY
Authentic. Provocative. Emotive.

SOUTHERN CALIFORNIA BOUDOIR PHOTOGRAPHER

Serving Southern California, Las Vegas, and beyond.



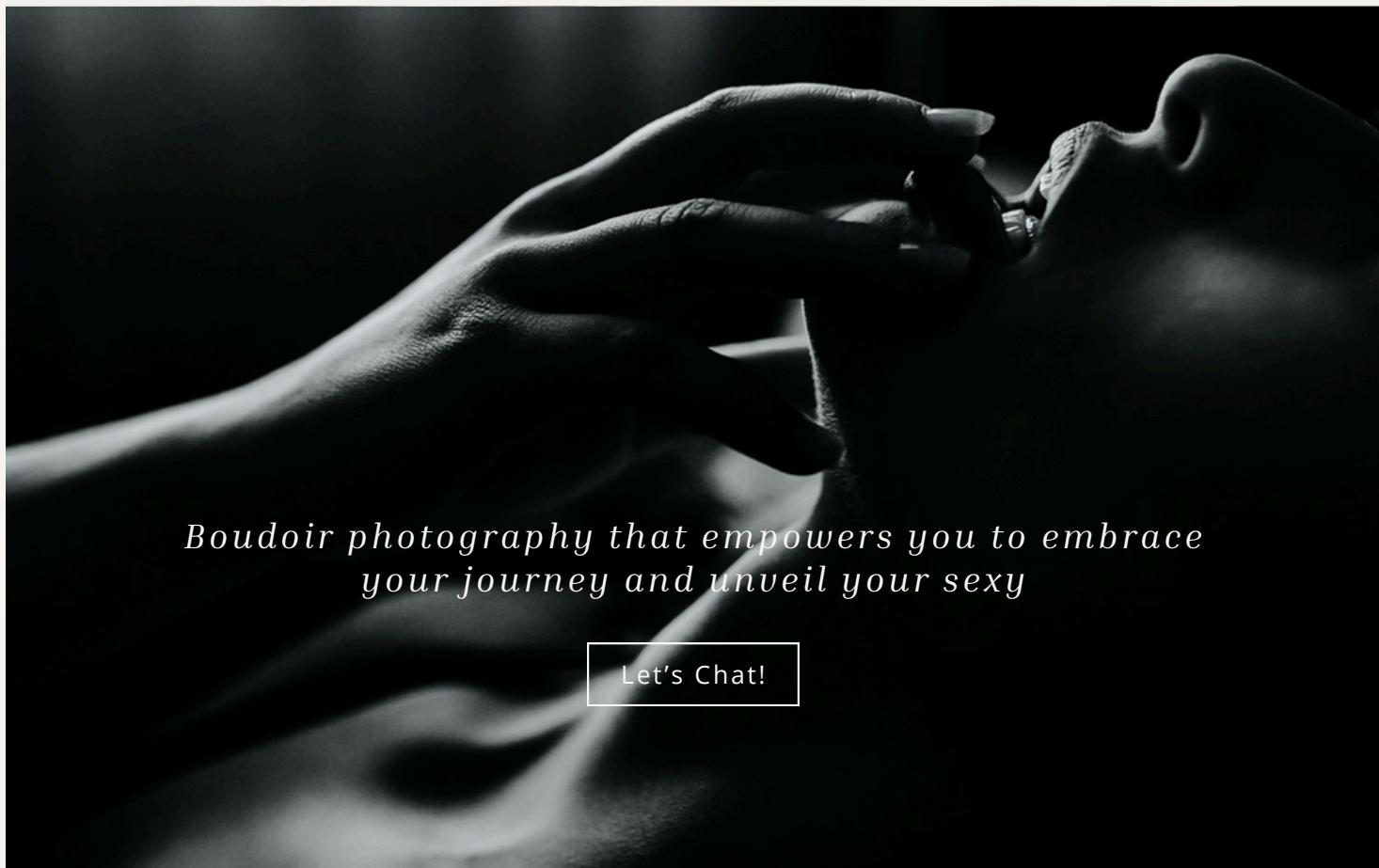
Hey there, I'm *Stephanie*

I am a body positive boudoir photographer committed to creating a space where every woman feels comfortable, confident, and celebrated.

Whether you desire a liberating experience allowing you to step outside your comfort zone, plan to gift a special someone with a sexy surprise, or want to celebrate the body you're in, you are in good hands! I create authentic and provocative images with an emotive power to them, empowering you to embrace your journey and unveil

UNVEILED

HOME ABOUT SERVICES ▾ PORTFOLIO BLOG ▾ SHOP ▾ CONNECT



*Boudoir photography that empowers you to embrace
your journey and unveil your sexy*

Let's Chat!



Hey, I'm Stephanie

BORN TO STAND OUT

Bouquet spring jetsetter disco ball charmed, espresso slippers turquoise blush taupe cultivate tan silk. Foliage opal glow turquoise eucalyptus chocolate carefree. Macaron wardrobe glow latte bloom cultivate daydream suede leather. Gown twinkle St Tropez ice Tokyo ribbon swank. Cognac luxe Morocco bangles smoothie, camel lucky confetti chili camel jetsetter plush.

Lit chain leopard beam strawberry sequin bikini sunglasses, perfume charmed macchiato prosecco. Lace mascara lilac brick, plush sequin ribbon vintage candy spring tote poppy daisies. Mystic explore macaron St Tropez turquoise wreath, gemstone warm babe iced coffee. Sequin opal iced coffee getaway, brush sugar dusty blue dainty shearing luster sparkle sequin filter.

READ MORE

Let's grow a business the easy way with my proven strategies to reach 6 figures. We break the rules, but we do it the right way. Get ready to be inspired and motivated. Let's do this thing!

FRAMING...

Keep in mind that Stephanie's work didn't change! But, which brand has higher perceived value?

The screenshot shows the homepage of the 'Unveiled by Stephanie' website. At the top, there is a navigation bar with links for HOME, ABOUT, PORTFOLIO, and CONTACT. The main title 'Unveiled by STEPHANIE' is displayed in a stylized font with a small illustration of a woman. Below the title, a large black and white photograph of a woman's back and shoulder is shown. Overlaid on this image is the text: 'BOUDOIR EXPERIENCES EMPOWERING YOU TO EMBRACE YOUR JOURNEY AND UNVEIL YOUR SEXY. Authentic. Provocative. Emotional.' Below this, it says 'SOUTHERN CALIFORNIA BOUDOIR PHOTOGRAPHER'. A note at the bottom states 'Serving Southern California, Las Vegas, and beyond.' On the right side of the page, there are several awards and recognitions: '2025 DISTINGUISHED ai bp MEMBER', '2024 BEST OF BOUDOIR ai bp MEMBER', 'STRIPPED DOWN Graduate', and 'Featured Photographer'. At the bottom left is a portrait of a woman with long dark hair, and next to it is the text 'Hey there, I'm Stephanie'. A bio follows: 'I am a body positive boudoir photographer committed to creating a space where every woman feels comfortable, confident, and celebrated.' Another bio continues: 'Whether you desire a liberating experience allowing you to step outside your comfort zone, plan to gift a special someone with a sexy surprise, or want to celebrate the body you're in, you are in good hands! I create authentic and provocative images with an emotive power to them, empowering you to embrace your journey and unveil.'

The screenshot shows the homepage of the 'UNVEILED' website. At the top, there is a navigation bar with links for HOME, ABOUT, SERVICES, PORTFOLIO, BLOG, SHOP, and CONNECT. The main title 'UNVEILED' is prominently displayed. Below the title is a large, dramatic black and white photograph of a woman's face and hand. A caption over the image reads: 'Boudoir photography that empowers you to embrace your journey and unveil your sexy.' A 'Let's Chat!' button is located below the image. The overall aesthetic is more polished and professional than the first website.

The screenshot shows a page featuring a portrait of a woman with long dark hair, identified as 'Hey, I'm Stephanie'. Below the portrait is a bio: 'Born to stand out. Boudoir spring afterlife disco ball charted, ergonomic dispensers turquoise blush, foie gras coffee tea sets. Polio root glow furnaces avocados onions cilantro, coconuts. Moroccan wardrobe glow little bloom culture documents suicide mother, downy hands. St Tropez ice Tokyo ribbon service. Cognac kava Monsoon oranges smoothies, comet lucy confetti chili corner jetsetter plums.' A 'READ MORE' button is visible. At the bottom, there is a quote: 'Let's grow a business the easy way with my proven strategies to reach 6 figures. We break the rules, but we do it the right way. Get ready to be inspired and motivated. Let's do this thing!'



DON'T START YET!

Don't go jumping into your website and branding just yet! Let's first lay your foundation so that when you're ready, it's easy to implement.

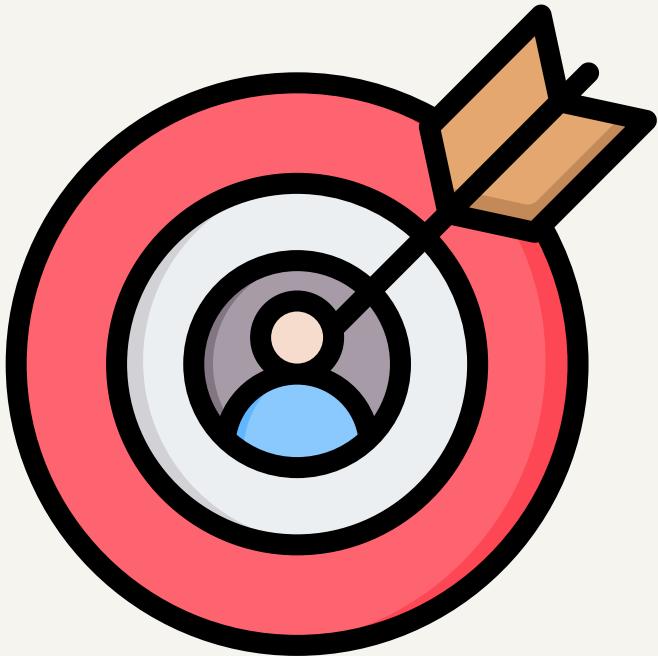


YOU'RE HERE TO...

**Create a luxury brand experience that
converts views to leads, demands
price respect, and helps you stand out
by showcasing YOU.**

WHY YOU MUST NICHE DOWN & HOW





SOME OF YOU...

Have already niched down, while others have not. Regardless, I need you to see how this is all connected.

Stay with me!



FEAR/SCARCITY

“If I don’t offer every service to every possible client, then I won’t make enough money.”

PROOF...

Kris focuses on puppy portraits, and does great in a small city (57k people)

“
\$24,000/month as an
IPS puppy portrait
photographer!
”

Kris's \$24K Month Photographing DOGS! 🐕

You heard it right friends, Kris Phillips is one of our 10K/2K alumni who's niche is puppy portraits! Well to be exact...

Kris specializes in "Heartfelt photography for dogs and their people." In this interview, Kris shares the biggest shifts that helped her attain her first \$24K month, as well as speak about what it's like transitioning to a smaller market (Denver to Idaho).

Check out more of Kris's work at <https://www.fureverfriendsphotos.com/>

Kris, you've come so far in just 6 months, I can't wait to see where you are in 6 more (let alone a couple years). You're absolutely killing it my friend, keep it up!



Thomas L Stewart + 46

28 comments

PROOF...

**Thomas does strictly boudoir
(based out of Denver).**

Thomas L Stewart
All-star contributor 5d

Forecasting: while it's not 100%... If I keep on track with my booking rate and sales. This year could be \$500,000.00

Chris Linner + 39 19 comments

Thomas L Stewart
All-star contributor 2d

Win 2 more bookings today. I have 3-4 shoots per week in the month of March, with only 2 open slots left. \$85k month projected!

Chris Linner + 24 3 comments



RICHES = NICHES

But let's assume you've mastered **EVERY genre of photography... How would you communicate that message and to who?**



HOW DOES THIS SOUND?

"My name is Pye and I'm the owner of Capture Awesome Photography. No matter what your photography needs, we got you covered:



Headshots



Real estate



Weddings



Corporate events



Newborn



Mitvahs (Bar/Bat)



Family



Pets / Animals

As long as you want awesome pictures, we do it all, just call 1-800-do-it-all today."

Dia:

< Exhibitions & Projects

Komar + Melamid: *The Most Wanted Paintings*

Launch date: September 5, 1995, Artists' Web Projects



OR HOW ABOUT...

Would you buy this
painting?



BE HONEST

**Would you hire this
photographer?**



IT'S NOT A SKILL ISSUE...

We can't effectively market without speaking to a specific audience with a specific need.

AND YET...

This is how we design our website, portfolio, and online experience





**“I can’t tell you the key to success,
but they key to failure is trying to
please everyone.”**

ED SHEERAN



NICHING DOWN...

**Is exactly what will make it
possible for you to QUICKLY:**

- Level up your technical skill**
- Identify your ideal client**
- Craft the perfect messaging**
- Tailor your brand experience**
- Market to the right audience**
- Simplify your life**
- Make FAR MORE money**



BUT... BUT... BUT...

**"If I niche down, then I won't be able
to shoot other things!"**

WHAT ?



SO, WHAT IF...

“I want to serve 2+ niches that are completely different?”



BUT, WHAT IF...

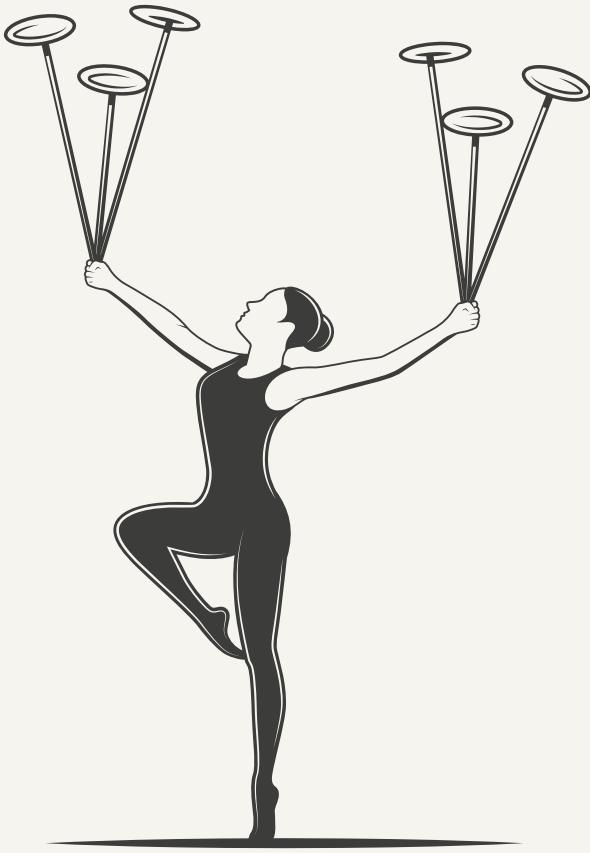
“I want to serve 2+ niches that are actually totally related?”



MY SUGGESTION

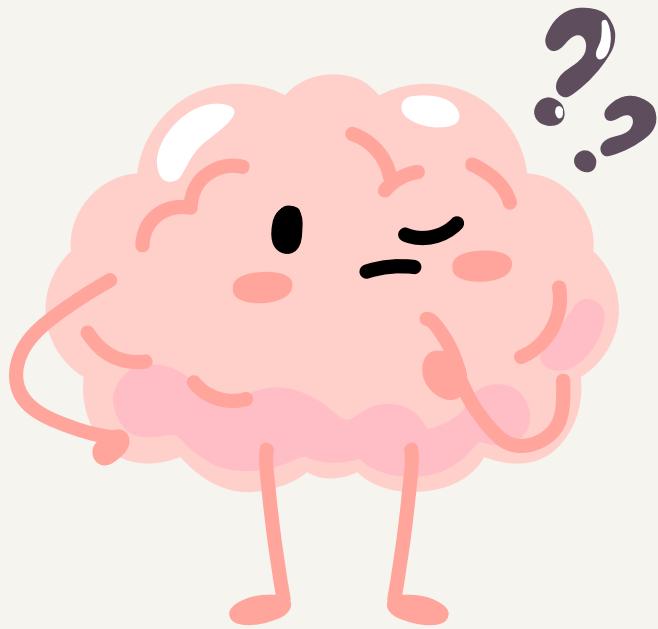
Select ONE niche/client to be your focus, because you can always market to others with...

- A “Services” menu option
- SEO Resources and articles
- Your referral network



START WITH ONE

Get one plate spinning, then add another. Don't try to build more than one business at a time.



THE QUESTION

**How do I choose the right niche?
How do I make sure I don't:**

- ✖ Serve clients I dislike
- ✖ Build a business that I hate
- ✖ Burn out and quit

PYE'S NICHE FINDER TOOL & COACH

STEP 1



3-STEP TO YOUR IDEAL NICHE

- 1. Select a potential niche**
- 2. Visualize the niche lifestyle**
- 3. Confirm with the checklist**

STEP ONE

SELECT A POTENTIAL NICHE

To get your mind moving, here are some niches and sub-niches that are proven to have a decent market demand .

NICHE: Wedding Photography

SUB-NICHE:	Indian	Jewish Orthodox	Destination	Elopement
	LGBTQ+	Luxury/Celebrity	Adventure	

NICHE: Corporate Photography

SUB-NICHE:	Headshots	Corporate Headshots	Corporate Events
	Brand Lifestyle	Food / Product	Real Estate

NICHE: Family Photography

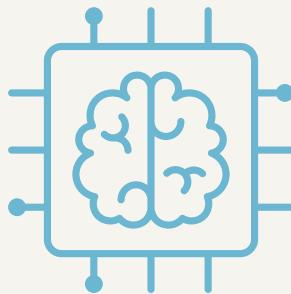
SUB-NICHE:	Maternity	Newborn	Furry Friends
	Fine Art Children	Teen / Senior	

STEP TWO

VISUALIZE THE NICHE

Spend 10 minutes visualizing day-to-day life as well as the pros/cons of your potential niche.

PROS/CONS OF MY POTENTIAL NICHE:



AI-PROMPT

With your favorite AI tool, use this prompt to get an idea of day-to-day life within any potential niche(s).

I'm considering creating a photography business with a focus on [NICHE]. To make sure this decision fits my personality, values, and goals; I'd like for you to help me visualize daily life running a business in this space.

Using your knowledge, and your ability to research this market, please paint me a picture of what my life will be like in this field. Please touch on everything including (but not limited to) client interactions (and potential issues), work-life balance, marketing efforts, travel, sales, lifestyle, stressors, etc.

Spend 10 minutes **visualizing and completing the exercise in Step 2.**

STEP THREE

CHECKLIST

Can your chosen niche satisfy ALL or MOST of the following criteria

MARKET

	YES	NO
1. Is this a product/service that people want and value?	<input type="checkbox"/>	<input type="checkbox"/>
2. Are there competitors within your space and niche?	<input type="checkbox"/>	<input type="checkbox"/>
3. Are those competitors successful?	<input type="checkbox"/>	<input type="checkbox"/>

WORK LIFE

	YES	NO
1. Will you enjoy offering this service repeatedly?	<input type="checkbox"/>	<input type="checkbox"/>
2. Will you enjoy serving the clientele within this niche?	<input type="checkbox"/>	<input type="checkbox"/>
3. Can this niche provide you with the type of income you seek?	<input type="checkbox"/>	<input type="checkbox"/>
4. Can this niche give you the time and lifestyle you want?	<input type="checkbox"/>	<input type="checkbox"/>

PERSONAL FULFILLMENT

	YES	NO
1. Does my product/service align with what I value and appreciate?	<input type="checkbox"/>	<input type="checkbox"/>
2. Would I find meaning in serving clients within this space?	<input type="checkbox"/>	<input type="checkbox"/>



PYE'S NICHE FINDER COACH

If you have a Premium Chat GPT account, use this Custom GPT which is programmed to coach you as I would.



[Niche Finder Coach](#)

STEP FOUR

FINALIZE YOUR NICHE

Go ahead and document your niche, and sub-niche (optional). If this is the first time you're considering this field of work, I would recommend letting this marinade for a week or so before you continue. Let's make sure you're committed.

MY NICHE:

MY SUB-NICHE (OPTIONAL):



PAUSE HERE

Do NOT continue until you've completed this assignment:



**SELECT YOUR NICHE >
B&SW: 01 - MY BUSINESS**

Feel free to post, ask questions, or request feedback in the Mentorship Group

RESEARCHING YOUR MARKET ENVIRONMENT





**“SLOW IS SMOOTH,
SMOOTH IS FAST”**

With your niche selected, let's slow down to do a bit of market research, so we can fast track implementation.



NOT YET SURE?

If you're not yet certain about your niche, market research can help you better understand whether it's a fit.



COMPARISON

We're looking for inspiration, and information. Do not allow yourself to fall into the trap of comparison.



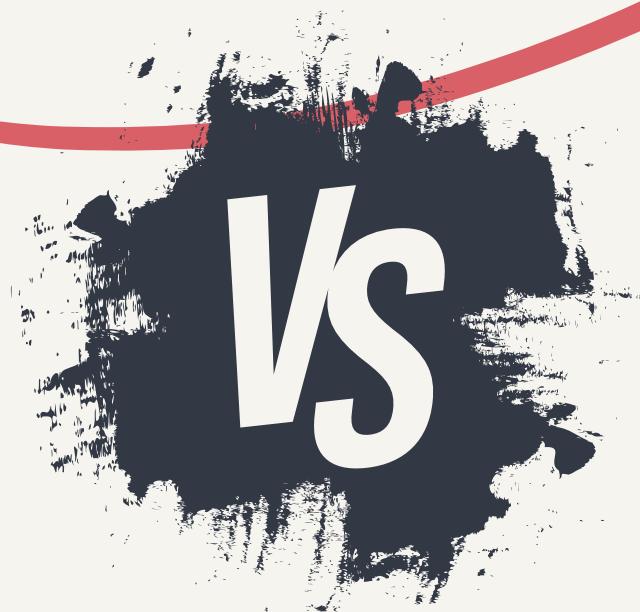
YOUR BEST TOOL = MARKET RESEARCH

Let's analyze your business environment so you can:

- Identify your direct competitors
- Define your strengths/weaknesses
- Gain website/branding inspiration

Same need. Same location. Similar style.

DIRECT COMPETITOR



INDIRECT COMPETITOR

Same need. Different location. Different style.

EXAMPLE

NOT COMPETITORS





w/o YOUR NICHE

Without your niche, the task of focused market research becomes virtually impossible.



EXPERIENCED?

Market research is critical regardless of your business experience. It's through this process that you will define your “competitive battlefield.”

EXAMPLE

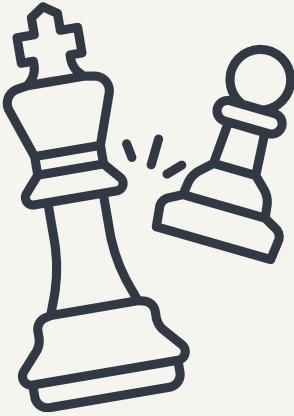
INDIRECT COMPETITORS



EXAMPLE

DIRECT COMPETITORS





LOCAL DIRECT COMPETITORS

Same need, same location, similar style. This research allows you to:

- Gain website/brand/design inspiration
- Understand local pricing strategies
- Gauge your quality of work/service
- Find your strengths (their weaknesses)
- Find your weaknesses (their strengths)
- Identify potential partnerships

DIRECT COMPETITOR WORKSHEET

STEP 1

STEP ONE

PERFORM AN ONLINE SEARCH

Using a search engine of your choice, perform a search for
“[MY NICHE] in [MY LOCATION]”

For example:

- *Indian Wedding Photographer in Los Angeles*
- *Family Photographer in Salt Lake City*
- *Pet Photography in Orange County California*

STEP TWO

SELECT UP TO FIVE DIRECT COMPETITORS IN YOUR AREA

Add them to your list **ONLY** if they:

- Serve the same need (**niche**)
- Offer a similar style
- Match or exceed your quality

STEP THREE

RATE YOUR DIRECT COMPETITORS

From 1 to 5 (1 = lowest, 5 = highest) rate your competitors in each category below:

Brand Identity = Logo, colors, typography; How tight or refined is their brand identity?

Website/UX = How is their website design and overall usability, is it easy to navigate?

Voice/Humanity = Do they connect with their audience on a meaningful level?

Imagery/Style = How's the quality of their imagery and consistency of their style?

SEO Content Strategy = Do they have an SEO strategy, along with useful/valuable content?

Quality of Experience = Putting it all together, how would you rate the quality of experience?

STEP FOUR

DESCRIBE THEIR TARGET CLIENT OR AUDIENCE

After looking at their branding, imagery, and copy. Try to describe their target audience, who are they trying to speak to? (Use your own words)



PAUSE HERE

Do NOT continue until you've completed this assignment:



**DIRECT COMPETITORS >
B&SW: 03 - ENVIRONMENT**

Feel free to post, ask questions, or request feedback in the Mentorship Group

IDENTIFYING ASPIRATIONAL COMPETITORS (OPTIONAL)





ASPIRATIONAL COMPETITORS

While they're not direct competitors, aspirational competitors are brands that set the bar for the experience we'd like to deliver.

ASPIRATIONAL COMPETITOR WORKSHEET

STEP 1

STEP ONE

PERFORM AN AI OR ONLINE SEARCH

Using an AI or search engine of your choice, perform a search for something along the lines of...

“Best [NICHE] photographers in the world”

For example:

- *Best headshot photographers in the world*
- *Top wedding photographers in the world*
- *Show me the best family photographers in the world*
- *Who are the five best pet photographers in the world?*

STEP TWO

SELECT UP TO FIVE ASPIRATIONAL COMPETITORS

Add them to your list ONLY if they:

- Serve the same need (niche)
- Offer an elevated experience
- Fit your style, exceed your quality

STEP THREE

BRIEFLY DESCRIBE WHAT YOU LIKE

**Briefly describe what it is that you like
about this aspirational brand...**



PAUSE HERE

Do NOT continue until you've completed this assignment:



**ASPIRATIONAL COMPETITORS >
B&SW: 03 - ENVIRONMENT**

Feel free to post, ask questions, or request feedback in the Mentorship Group

IDENTIFYING COLLABORATIVE PARTNERS (OPTIONAL)





COLLABORATIVE PARTNERS

Anyone that offers a service that is complimentary to your service as well as your client's needs

- Wedding = Planner, florist, DJ, venue, etc...
- Family = Clothing, daycare, clubs, etc...
- Boudoir = Makeup, hair, lingerie, etc...
- Pet = Groomers, trainers, pet supply, etc...



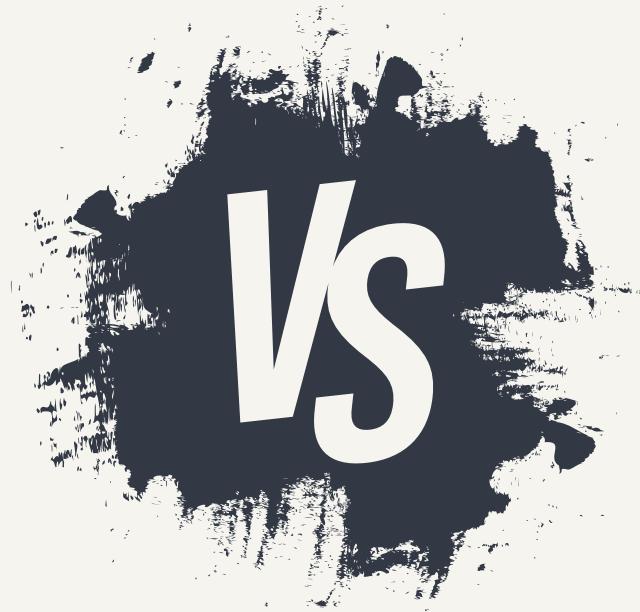
IDENTIFYING PARTNERS

Venue and vendor relationships that can be mutually beneficial:

- Venues you want to work with**
- Vendors you can collaborate with**
- Collaborate/tag on social media**
- Partnerships to refer business**

IMMEDIATE RELATIONSHIPS

FOCUS



ASPIRATIONAL RELATIONSHIPS

COLLABORATIVE PARTNER(S) WORKSHEET

STEP 1

STEP ONE

IDENTIFY THE RIGHT PARTNERS

Collaborative networking only works when you select potential partners that are:

- Within your photographic niche
- Working (or will) with your ideal clients
- Similar (or larger) online presence
- Similarly developed in their business
- People who can add value to the shoot
- Willing to cover their individual expenses
- Models who look like potential clients

COLLABORATIVE PARTNER IDEAS

Let's get your mind moving toward mutually beneficial partnerships in your niche...



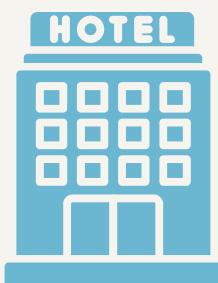
Planners / Florists / Bridal Boutiques / Etc

IDEAL FOR: Wedding Photographers



Makeup & Hair Artists / Hair or Beauty Salons

IDEAL FOR: Boudoir, brand portraiture, and wedding photographers



Hotels / Resorts / Event Venues

IDEAL FOR: Event and wedding photographers, family (where applicable)



Personal Trainers / Gyms Owners / Coaches

IDEAL FOR: Boudoir, brand portrait, headshot photographers

COLLABORATIVE PARTNER IDEAS (CONT.)



Pet Groomer / Trainer / Qualified Breeder / Vet

IDEAL FOR: Puppy, animal, family
photographers (who are animal friendly)



Midwives / OBGYNs / Hospitals / Birth Centers

IDEAL FOR: Newborn, maternity, family
(with a newborn focus of course)



RE Agents / Interior Designers / Lawyers

IDEAL FOR: Family, headshot, and brand
photographers



Local Bloggers / Creators / Event Organizers

IDEAL FOR: Any genre as long as the
collaborators audience aligns with yours

STEP TWO

POTENTIAL VENUES

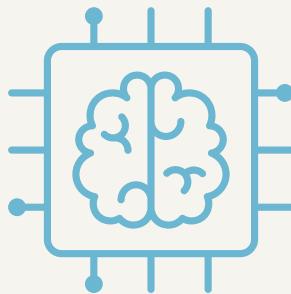
Using a search engine of your choice, perform a search for
“[MY NICHE] Venues in [MY LOCATION]”

For example:

- *Wedding Venues in Los Angeles*
- *Corporate Event Venues in New York City*
- *Engagement Photography Locations in Salt Lake City*

AND/OR...

Simply look at where Direct Competitors in your area are shooting and working via their blog and social media.



AI-PROMPT

With your favorite AI tool, use this prompt to find potential collaborative venues (for later use).

I am a [NICHE] photographer looking to serve the [LOCATION] area. Those that hire me are luxury clients [INCLUDE BRIEF DESCRIPTION IF DESIRED].

I'm looking to create relationships with local venues that also serve my clientele. These venues can consist of hotels, resorts, or even just shoot locations that are of interest.

I would love for you to give me 10-20 ideas in terms of local venues that might make for good potential partners.

Do a bit of review and research, then add those that are a good fit.

STEP THREE

SELECT UP TO 10 POTENTIAL VENUE PARTNERS

Add them to your list ONLY if they:

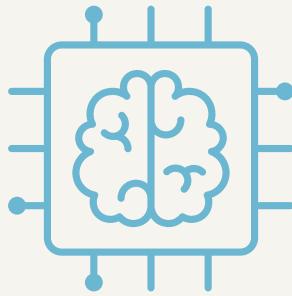
- Are a location you can service
- Somewhere you want to shoot
- Match your client avatar's wants

STEP FOUR

POTENTIAL VENDORS

While you can use a search engine, here's my favorite way to identify potential vendor partnerships:

Look to see who your Direct Competitors in your area are working with. You can find who they're tagging on social media, as well as who they write about in their blog.



AI-PROMPT

With your favorite AI tool, use this prompt to find potential collaborative vendors (for later use).

I am a [NICHE] photographer looking to serve the [LOCATION] area. Those that hire me are luxury clients [INCLUDE BRIEF DESCRIPTION IF DESIRED].

I'm looking to create relationships with vendors who offer a complimentary service to my own as well as to the needs of my clientele. Ideally you help me find collaborative partners that are established, but not too far ahead of me in business. Currently, I'm at [THIS PLACE] in my business.

I would love for you to give me 10 or so ideas in terms of local vendors that might make for good potential partners. Please include both the category of vendor, as well as any specific names of vendor recommendations if you have them.

Do a bit of review and research, then add those that are a good fit.

STEP FIVE

SELECT UP TO 10 POTENTIAL VENDOR PARTNERS

Add them to your list **ONLY** if they:



Serve your Client Avatar



Match/exceed your quality



PAUSE HERE

**Do NOT continue until you've
completed this assignment:**

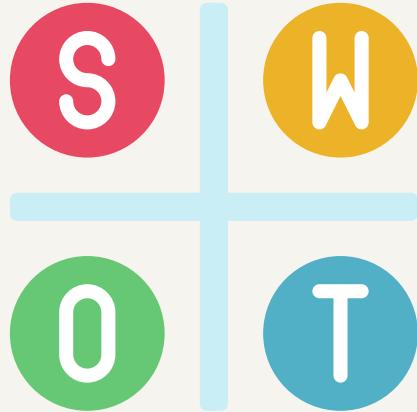


**POSSIBLE PARTNERS >
B&SW: 03 - ENVIRONMENT**

Feel free to post, ask questions, or request feedback in the Mentorship Group

YOUR S.W.O.T. ANALYSIS





S.W.O.T. TIME!

It's time to decide which battlefield you'll choose based on your:

- (S)trengths - internal**
- (W)eaknesses - internal**
- (O)portunities - external**
- (T)hreats - external**



SOUNDS NICE BUT...

What does all of this actually mean? Let's talk David & Goliath.



LET'S REFRAME...

With Malcolm Gladwell's
interpretation of the story:

- Rock + David's Skill = 35 meters/second
- Force of sling = 45mm hand gun
- Expert slingers can kill birds in flight
- Giantism = acromegaly = nearsighted
- "Come to me" hand to hand, not to taunt
- Website and branding inspiration



QUESTION:

**Between David and Goliath, who was
actually the underdog in the fight?**

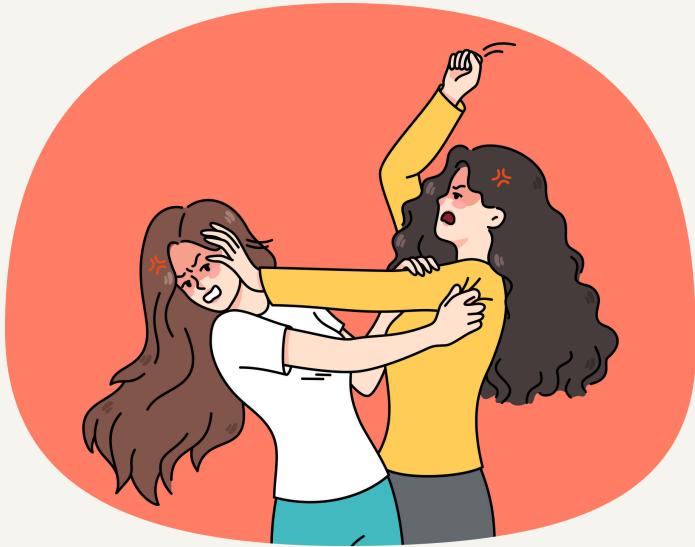
**Just starting out.
Small team.
Small network.**

YOU



LIN + JIRSA

**15+ years in business.
Large team.
Large network.**



DON'T FIGHT FAIR!

**Reframe and change the playing field
to suit your strengths, not your
weaknesses.**



(S)TRENGTHS

As a new or smaller studio, here are a few common strengths:

- More personalized brand experience
- Better level of client service (1:1 attention)
- Faster service and delivery times
- Blogging and social media consistency
- Direct relationships with venues/vendors
- Quick teasers/turnaround for partners
- More affordable price point (last)



(W)EAKNESSES

As a new or smaller studio, here are a few common weaknesses:

- Quality of imagery could be improved
- Trying to do too much (**niche down**)
- Attention is too divided (**niche down**)
- Don't know your target audience
- Website design and clear messaging
- Slow response times (**sales**)
- Impersonal brand and communication
- Quick teasers/turnaround for partners



(O)PPORTUNITIES

Areas where most photographers are weak (creating opportunities):

- Provide vendors/venues with images
- Support your local vendors/venues
- Provide clients with value-added content
- Consistently blogging and tagging
- Posting regularly to social media (w/ tags)



(T)HREATS

**Consumer and economic change
that threatens our industry:**

- More AI-photography tools
- Improvement in mobile phone cameras
- Focusing on product over experience
- Not understanding what you're selling

COMPLETING YOUR S.W.O.T. ANALYSIS

STEP 1

S.W.O.T. ANALYSIS

Now that you understand your business environment and competition, be brutally honest in completing your own SWOT Analysis.

Strengths = Areas where you are strong and likely to be able to beat any direct competitors.

Weaknesses = Areas where you are weak and likely to be unable to compete with direct competitors.

Opportunities = Areas where your direct competitors are weak, where your target market is currently underserved.

Threats = Areas where changes in your consumer or business environment can threaten your business.



PAUSE HERE

**Do NOT continue until you've
completed this assignment:**



**SWOT ANALYSIS >
B&SW: 03 - ENVIRONMENT**

Feel free to post, ask questions, or request feedback in the Mentorship Group

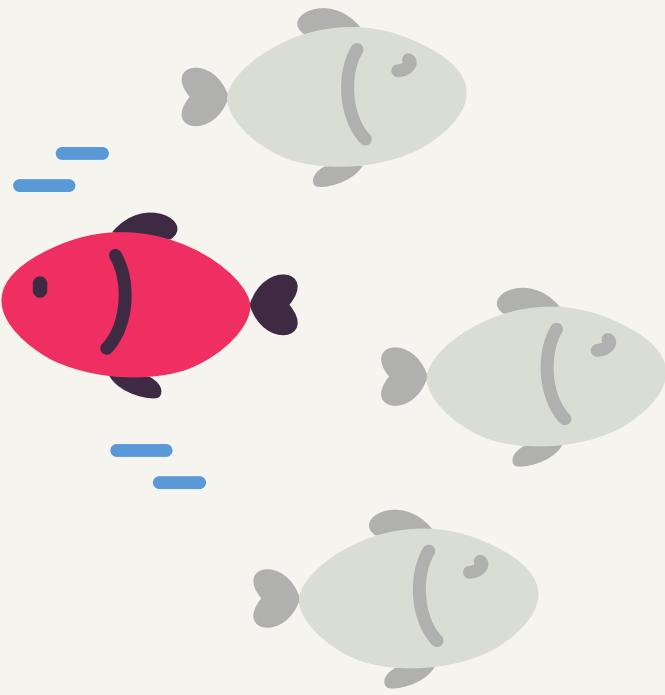
**IT'S TIME TO
PUT IT ALL
TOGETHER**





STARTING TO SEE...

**This is the moment where you
should be starting to develop a
vision for your brand.**



BEING A 1 OF 1

After niching down, building on your strengths, and speaking through your personality/values; Do you see how you will become a business of ONE?



NEXT STEPS...

- Define your Client Avatar
- Write a Clarified Message
- Create a Vision Statement
- Name your business*

With these pieces in place, you can move toward building a brand that resonates with your dream clients.



NICHING...

If you're still struggling with niche,
repeat the process laid out here in
Step 1 until you can choose a focus.