

SLR LOUNGE

STEP 11

WIN-WIN PARTNERSHIPS



TOPICS & QUESTIONS

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

- How should I tag/collaborate with vendors?
- Are free shoots worth doing?
- When should I do free shoots?
- What are test shoots vs styled shoots?
- How do I do collaborative shoots?
- How do I network and build relationships?
- Can I make portfolio building more effective?

L.E.V.E.R.A.G.E. FRAMEWORK



(L)EAD WITH STRATEGIC CONTENT

Start with an SEO-ready, high-impact resource that's valuable to your audience and potential clients.



(E)XPAND INTO LONG-FORM CONTENT

When fitting, turn the resource into a personalized long-form video that you can share throughout your experience.



(V)IRALIZE VIA SHORT-FORM CONTENT

Take the one resource and turn it into multiple pieces of short-form content designed for social media.



(E)MAIL OR NURTURE SEQUENCE

When fitting, take the resource and build it into your email newsletter or nurture sequence to enhance experience.



(R)EPURPOSE AND RESHARE

House all of your content into a content library where you can easily access, share, and reshare the content over time.



YOU ARE
HERE

(A)MPLIFY EFFORTS VIA PARTNERSHIPS

Wherever you've featured vendors/venues in your content, reach out to relationship build and seek collaborations.



(G)ROW YOUR COMMUNITY

Ensure each piece of content uses CTAs to drives your audience to your own community (email/lead listing)



(E)XPERIMENT & EXPAND YOUR BUCKETS

Track what works, categorize it, and look to create more of your best-performing content.



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

WHAT EXACTLY ARE WIN-WIN PARTNERSHIPS?





BEING NEEDY

No vendor/venue or collaborative partner likes it when someone reaches out to them to make asks.



STANDING OUT...

One of the easiest ways to stand out among other vendors/collaborative partners is to simply look to add value to everyone's lives/businesses.



WIN-WIN =

**It's a win-win partnership when we
can create a relationship under a
MUTUALLY beneficial context.**



NEVER!

"But, you should NEVER do FREE shoots, period!" - Well, not really.



YES/NO

Sure, don't work for FREE when it's not under a mutually beneficial context. At the same time we've built our portfolio, relationships, and earned significant revenue through FREE shoots.



@linandjirsa
45.8K Followers
655 Likes



@aisleperfect
172K Followers
1,263 Likes



@weddingz.in
356K Followers
9,367 Likes



@southerncaliforniabride
58.5K Followers
458 Likes



@zo_wed
66.3K Followers
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@storybook_bliss
186K Followers
1,548 Likes

SEEN BY OVER
900K
PEOPLE WORLDWIDE



@linandjirsa
45.8K Followers
1,427 Likes



@mariyazakir
567K Followers
9,435 Likes



@lovinghautecouture
1.6M Followers
33,893 Likes



@mariee_weddings
62.1K Followers
2,421 Likes



@relicariocasar
222K Followers
4,758 Likes



@wedding.dress.love
568K Followers
14,093 Likes



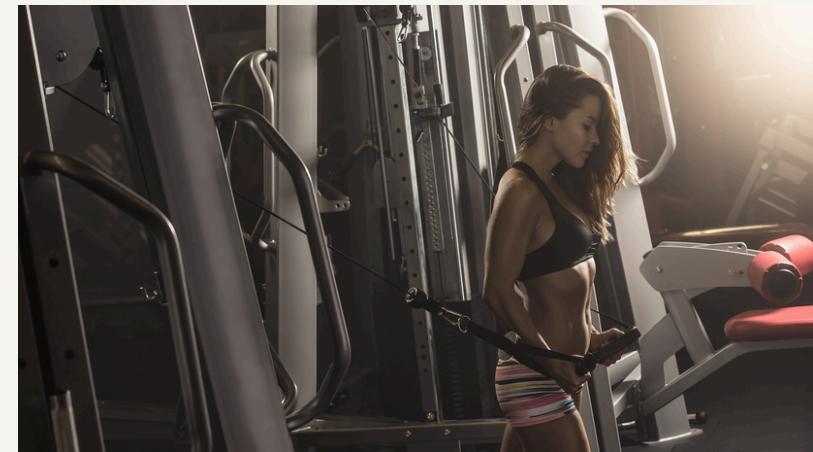
@catwalkitalia
876K Followers
20,671 Likes



@chique_le-frique
2.9M Followers
49,393 Likes

SEEN BY OVER
6.8M
PEOPLE WORLDWIDE
GARNERING
170K LIKES

EXAMPLE



- Gym memberships for our studio (\$100k/year)
- 25+ portfolio images (commercial fitness)
- 50+ images for our blog/social media
- BTS video for social media + education
- Nautilus licensed 5 images for \$10k

EXAMPLE

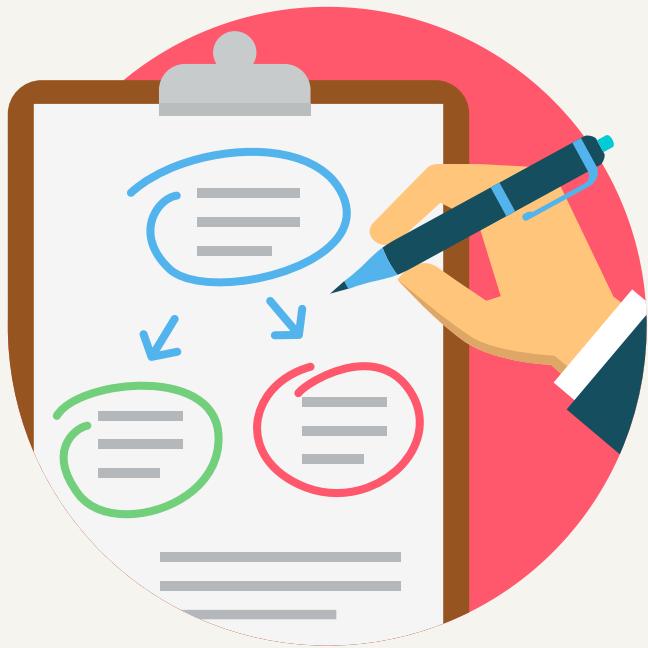


- Gained hundreds of emails/followers (giveaway)
- 25+ portfolio images (wedding/portrait)
- 100+ images for our blog/social media
- BTS video for social media + education
- Solidified our vendor relationships
- Created new/interesting work



FREE MAKES SENSE WHEN YOU NEED TO:

- Level-up your technical skill
- Build your portfolio in a new space
- Create valuable relationships
- Expand your network/audience
- Gain exposure (of actual value)
- Build your content library



BUT...BUTT...BUTTT...

Check off the boxes in your Collaborative Networking Guide so you NEVER do free work without a purpose and plan.



**“Do it for FREE or charge
FULL PRICE.”**

CHASE JARVIS

COLLABORATIVE NETWORKING GUIDE



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...



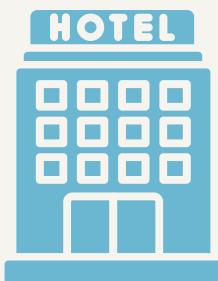
**Planners / Florists / DJ /
Officiant/ Bridal Boutiques / Etc**

IDEAL FOR: Wedding Photographers



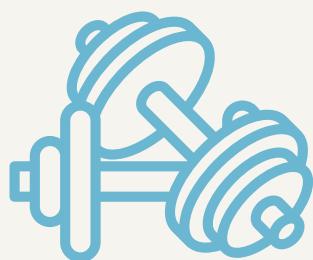
**Makeup & Hair Artists / Hair or
Beauty Salons**

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

REACH OUT W/ VALUE & IDEAS

Every communication should provide value or solutions that can help them in their business.

Here are three common examples:



After a shoot. Reach out with a feature and to provide them with imagery.
(B&SW 06 - Email Templates > Vendor/Venue Images)



Collaborative shoot. Reach out with a mutually beneficial styled shoot idea.
(B&SW 06 - Email Templates > Collaborative Shoots)



Business support. Reach out with an idea that can support their business.
(B&SW 06 - Email Templates > Support & Rel Building)

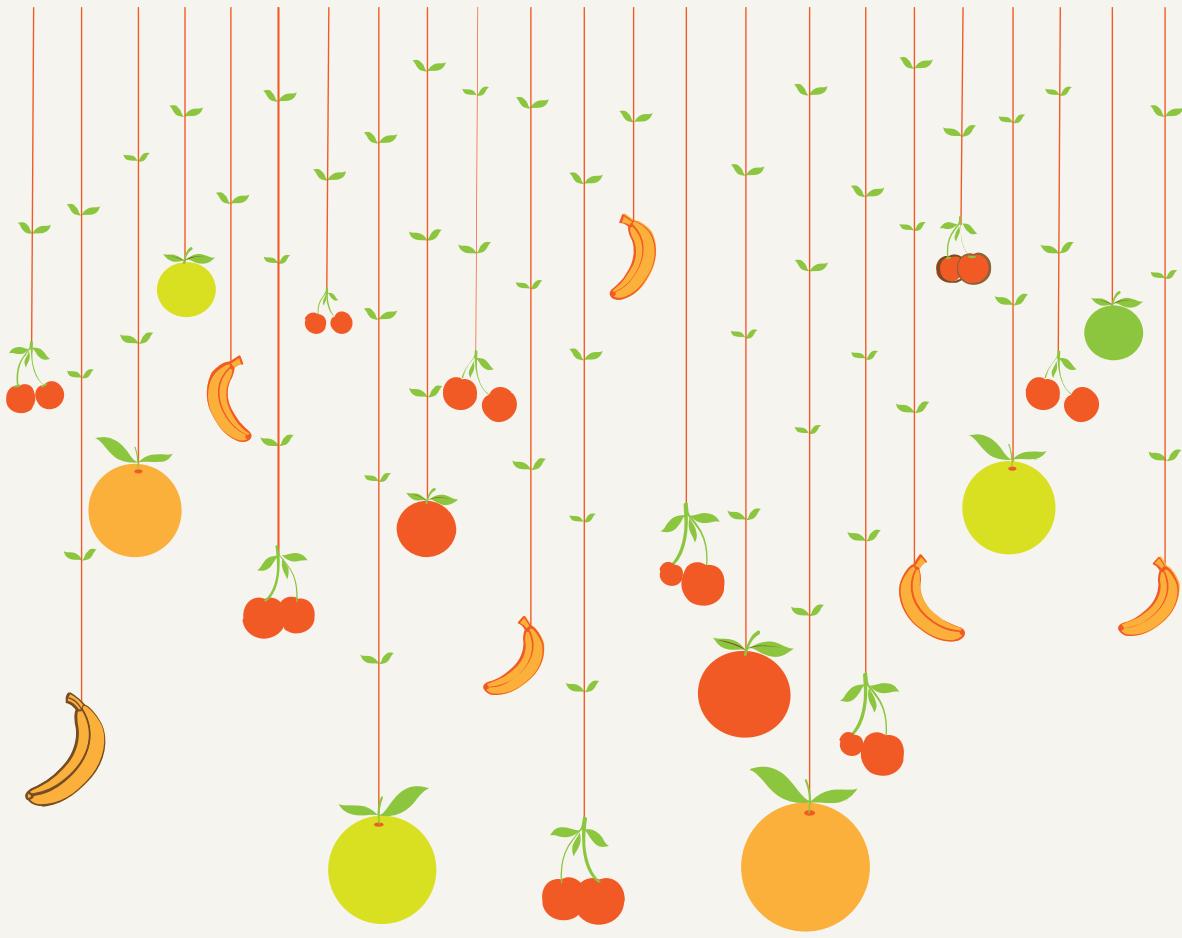


PAUSE HERE

**Don't send out anything just yet.
Complete this module, then come back
to this guide to help when thinking
about a collaborative partnership.**

LHF + POST-COLLAB CHECKLIST





LHF = LOW HANGING FRUIT

Strategies that are easy to implement, yet have a significant impact on your business/revenue.



ORGANIC COLLABORATIONS

Natural, on-the-job moments
where more than one vendor is
working toward a common goal
(image creation).



IT'S TOO EASY!

It's so easy to credit and support everyone involved in creating your imagery, and yet so many photographers FAIL to do this.



**“BUT THEY’RE
GOING TO STEAL
MY WORK!”**

**Too many thoughts. Your work? Steal
what? Sell your images? Use without
credit? Apply filters?**



EXCEPTION...

Do not sign away rights to your images to large hotels, venues, or corporations. We allow them to use “w/ credit” - Otherwise they pay.

AFTER EVERY COLLABORATIVE SHOOT



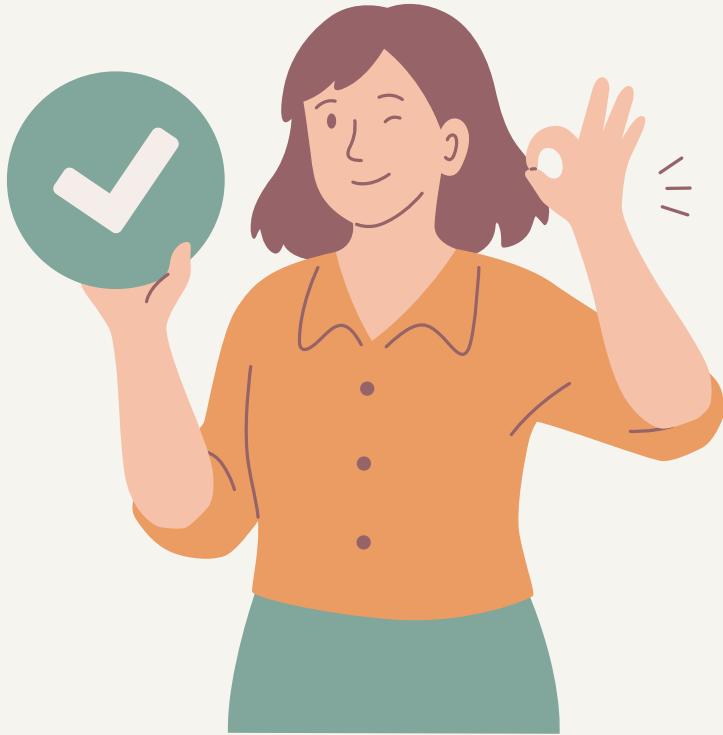
POST-SHOOT COLLABORATIVE CHECKLIST

Here's what I naturally do after every natural collaboration I have with other vendors (unless they're a jerk 😂).

- Write a blog entry (w/ credit)
- Collaborate - Posts w/ direct involvement
- Tag - Posts without direct involvement
- Email to notify them of the features
- Provide imagery for them to use (email)

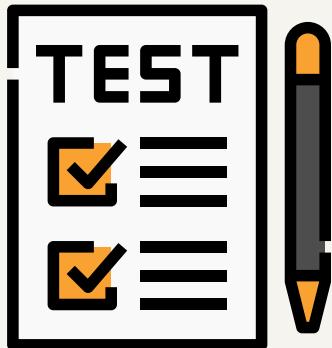
OK... SO WHAT'S A “TEST SHOOT”





TEST SHOOTS

Are low pressure shoots that are perfect when you need to develop a portfolio or skillset around a new niche/area of your business.



TEST SHOOTS

Are the perfect playground to:

1

REFINE EXISTING **SKILLS** OR
DEVELOP NEW ONES

2

SHOW YOUR WORK WITHIN
YOUR EXISTING **NETWORK**

3

CREATE **IMAGERY** FOR YOUR
PORTFOLIO/SOCIAL MEDIA



“SPEC SHOOT”

Think of a “speculative shoot” as a test shoot with practical applications. Where we can reach out after and say, “would you be interested in...”

10 YEARS AGO...

Meet my friend Mike Kelley, who did a little “test shoot” 10 years ago that led to a career in aviation photography.



mpkelley_ • Follow
Los Angeles, California



mpkelley_ Ten years ago I released “Wake Turbulence” the first of the series that turned into “Airportraits” and what an insane ride it has been. From prime ministers giving speeches in front of them (国情), being featured (and stolen) by literally every news outlet imaginable, being shown at museums on six continents to being used as political propaganda and tabloid fodder, being the subject of state court cases, book covers galore, you could say it’s been interesting if nothing else. The ultimate crash course in the power of photography to be a million things to just as many people. British airports trying to block me from doing this (I succeeded)... airside escorts at Dubai and Auckland to help me with literally anything I could want to make it happen... in the favelas at São Paulo and fishing boats in Tokyo Bay... they document air travel as it will never be again, with some of the most amazing machines to ever slip the surly bonds. And none of it would be complete without the hysterical World Weekly News cover courtesy @johnschell #planespotters #aviation #travel #airportraits #747 #planelovers

Edited · 1w



craigertee I love the YVR one; I’m an air traffic controller there and it’s interesting to see how the traffic has changed over the last few years.

1w Reply

View replies (2)



kodycheyne Can’t believe it’s been ten years already.

1w Reply

View replies (1)



johnschell I really feel like creating the last slide is what cemented our friendship. Twin flames in bonded in memehood

1w 3 likes Reply

View replies (1)



oriolcambens exactly right! amazing job, love it!



Liked by peter_hurley and 2,570 others
April 23



Add a comment...

Post





SHOULD I INVITE COLLABORATORS?

If you're new to the space, do this after the fact (spec shoot). That's what makes these a "test" or "speculative shoot"



BUT IN GENERAL WHEN YOU'RE...

- Experienced in your skillset
- Confident you can ALWAYS deliver
- Ready to market and network

**Skip the test shoot and go straight
for a styled or giveaway shoot.**

LEVELING-UP INTO “STYLED SHOOTS”



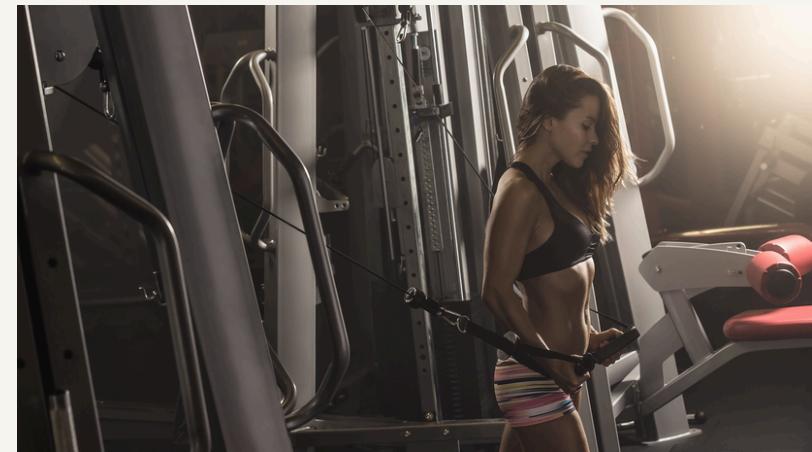


STYLED SHOOTS

Are Test Shoots that come with expectations, but also offer:

- Excuse to connect (venues/vendors)**
- Opportunity to serve (venues/vendors)**
- Elevated imagery via venues/vendors**
- Cross promotion via social media**
- Expand + strengthen your network**

EXAMPLE



- Gym memberships for our studio (\$100k/year)
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EXAMPLE



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STYLED SHOOT PLANNER



STEP ONE

CHOOSE YOUR CONCEPT

Select a concept that will engage your target audience by making sure it:

- Fits your photographic niche
- Is something your ideal clients want
- Would be something you're proud to show
- Belongs in your portfolio
- Won't break the money or time bank

STEP TWO

IDENTIFY THE RIGHT PARTNERS

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STEP THREE

WHEN YOU REACH OUT

Communicate what you're trying to do, who you're trying to reach, and how it will benefit all vendors.

DO NOT go to them with a blank slate looking to “collaborate.”



**IV. COLLABORATIVE SHOOTS
B&SW: 06 - EMAIL TEMPLATES**

STEP FOUR

DURING THE SHOOT

During the shoot, walk away from the shoot having:

- Created 10+ images for portfolio
- Created 25+ images for social media
- BTS video (iPhone) for shorts/social media
- Post some BTS to stories (tag all involved)
- Solidified your vendor/venue relationships
- Met your vendor/venue's image needs
- Social media tags to credit all involved
- Signed model release

STEP FIVE

POST-SHOOT COLLABORATIVE CHECKLIST

Each of these has substantial value, don't skimp on them!

- Write a blog entry (w/ credit)
- Collaborate - Posts w/ direct involvement
- Tag - Posts without direct involvement
- Email to notify them of the features
- Provide imagery for them to use (email)

ADDING FUEL VIA GIVEAWAYS (OPTIONAL)





LET'S ADD FUEL!

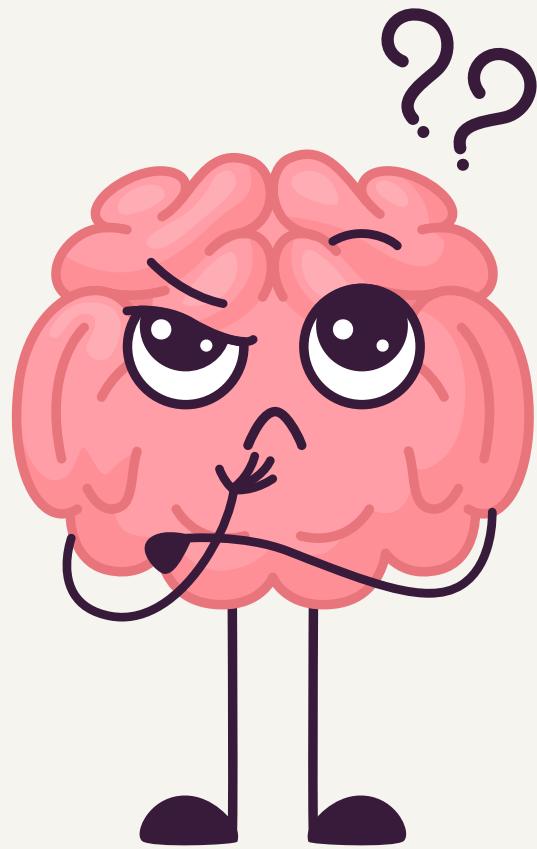
**If you have a following/list, take
your Styled Shoot and add a
Giveaway to:**

- Grow your brand image**
- Increase your social presence**
- Gain new email subscribers**
- Find new potential clients**



STYLED SHOOT GIVEAWAY =

**Take your styled shoot, and simply
run a contest on social media for real
people/couples to be your models!**



THE TRICK

We need some way to promote this giveaway. If you don't yet have a following, you need to promote via paid ads. We need some way to get the word out.



HOW?

Use the same Styled Shoot Planner. This time, when you promote the shoot ask your audience to (pick one):

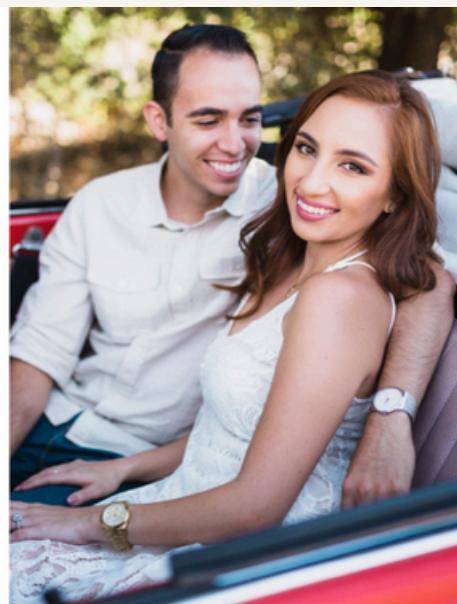
- Comment on a post (DM via ManyChat)
- Sign up via email/phone (ideal)



EXAMPLE

We ran a giveaway (enter via email) for a “Dream Engagement Shoot” w/ Pye worth \$3,000

- Engaged couples only
- Contest = random winner
- Giveaway = selected winner
- Planner styled the shoot





THE RESULT

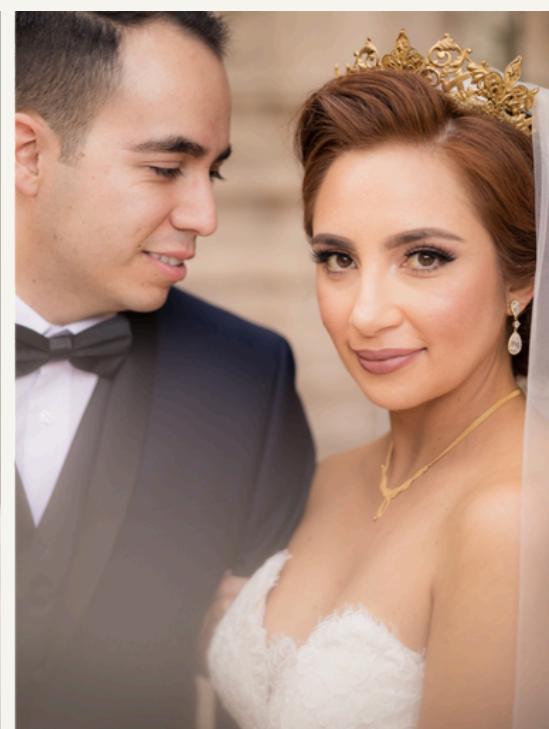
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HOW'D WE PROMOTE?

- On our own social media (about 15K)
- On our own email list (1,000+)
- Our partners social's (25K+ combined)
- Our partner's emails (3,000 combined)

ONE MORE THING...



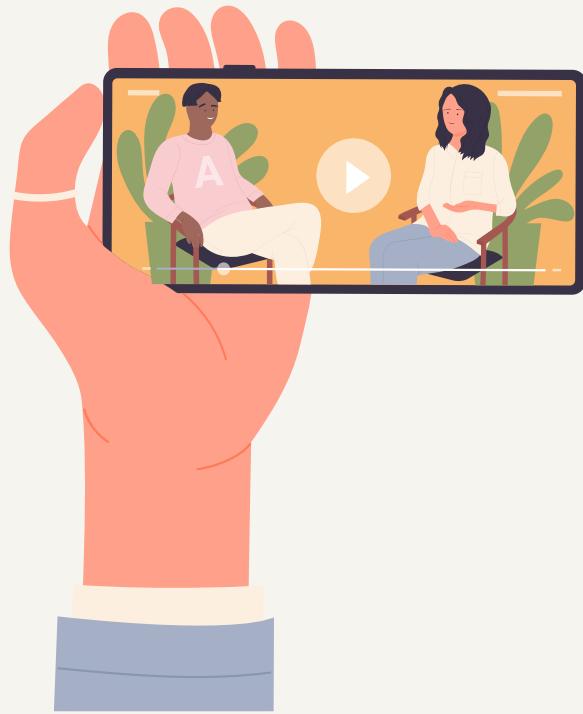
COLD COLLABORATIVE OUTREACH





WWPD?

Ever wonder what would I do if I wanted to build a relationship with a potential vendor from scratch?



PYE WOULD REACH OUT WITH VALUE!

- Identify the right partner(s)
- Review their website/work
- Reach out with “opportunities”

SENDING A “LOOM” VIDEO



STEP ONE

REVIEW THEIR WEBSITE/BRAND

Look for an area where you can add value to their business. Here are a few examples of what you can offer:

- A brand portrait session
- Refreshed team headshots
- Two hours of content creation
- Collaborative/styled shoot idea
- SEO guidance (if you have the skill)

STEP TWO

RECORD A “LOOM”

Keep it short (2-3 minutes tops). Make sure your background is presentable and audio sounds good. Get right to the point, praise, then offer value.



Record your first Loom

Get projects done in half the time by sending a Loom instead of scheduling a “quick sync”.

 Record a Loom Upload a video

<https://www.loom.com/>

STEP THREE

EMAIL THEM!

Write a brief email. Link up your Loom, and fire it off! If you need help, Chat GPT (then make it yours!)



**IV. SUPPORT & RELATIONSHIP
B&SW: 06 - EMAIL TEMPLATES**