

My Current Pitch:

Step 01 - Introduction

Hi, my name is Simon Woodward, I am a portrait photographer. I work for an amazing boutique portrait studio here in Swindon.

Step 02 - Confidently Stating Pricing

A legacy portrait session with us is £190, our images start at £175 on the wall and our folio collections start at £1200.

Step 03 - Experience and Education

Your sitting fee secures your date and the creation of your portraits. It includes a boutique makeover with hair, make-up and your own personal stylist. A consultation session, to ensure that we photograph you in the way that you have always dreamed of and your very own in person reveal session one week after your shoot to see all of your beautiful portraits printed so that you can pick them up and feel the quality. There is no obligation to buy anything and absolutely no hard sell, we only want you to buy the ones you love. Then we strive to make sure you love them all.

Step 04 - Sales Funnel

What is your email address? I can send you a link to our portfolio, along with a full breakdown of everything we have spoken about in our client experience guide.

Step 05 - Visualisation of Success

I would love to photograph you, because you are beautiful, and I would love for you to see the most incredible photograph you have ever seen of yourself. How have you dreamed of being photographed?

Notes:

Stand up tall and state your elevator pitch with direct eye contact, in a matter-of-fact and confident manner, with enthusiasm and joy. The energy and confidence that you project when

you speak is vital. Why should they believe in you, if you do not sound like you believe in yourself? It's easy to charge a high price when you believe in your service and product. Are you emitting an energy of 'undervalue me', 'treat me badly', 'reject me'. You are letting yourself be overpowered. You are not going to make any money until you start walking towards it and taking every opportunity that crosses your path.

Then, after the pitch, listen carefully to what they say, talk about the kinds of portraits they love, celebrity portraits, and styles. What portraits have they looked at and thought "I wish I could be photographed like that". If they don't tell you right away, ask them to think about it and reply to your email. Ask a specific question for them to respond to later.

Revised Elevator Pitch:

Step 01 - Introduction

Hello, I'm Simon Woodward, a professional portrait photographer. I specialise in creating luxurious, bespoke portrait experiences for discerning women at our boutique studio in Swindon.

Step 02 - Confidently Stating Pricing

Our exclusive Legacy Portrait Session starts at £190, with wall art pieces beginning at £175 and our carefully curated folio collections starting at £1200.

Step 03 - Experience and Education

Your sitting fee covers a complete, personalised experience, including a boutique makeover with hair, makeup, and a personal stylist, as well as a consultation to ensure we capture your dream portrait. One week after your session, we'll host an in-person reveal, showcasing your stunning printed portraits with no obligation or pressure to purchase. We aim for you to fall in love with every image.

Step 04 - Sales Funnel

May I have your email address? I'll send you a link to our portfolio, along with our client experience guide detailing everything we've discussed.

Step 05 - Visualisation of Success

I'd be honoured to photograph you and help you see your true beauty through the most incredible portrait you've ever seen of yourself. How do you envision being photographed?

Notes:

When delivering your pitch, maintain direct eye contact, stand tall, and exude confidence and enthusiasm. Believing in yourself and the value you offer is essential to connecting with potential clients. Use each opportunity to engage and build rapport with your audience.

After your pitch, actively listen to their preferences and ideas. Discuss their favourite portraits or styles, celebrities they admire, and what they've dreamed of in their own portrait. If they don't provide an immediate answer, ask them to think it over and respond to your email. Be sure to leave them with a specific question to respond to later.

Understanding Each Step

Step 01 - Introduction:

In this step, you introduce yourself and establish your profession as a portrait photographer. You also briefly mention the boutique studio's location in Swindon. This step effectively establishes your credibility and introduces the context of your service.

Step 02 - Confidently Stating Pricing:

You confidently state the pricing for your services, making it clear and easy for potential clients to understand the costs involved. This transparency helps set expectations and shows that you value your work.

Step 03 - Experience and Education:

In this step, you describe the complete experience that clients can expect when they book a session with you. You emphasise the personalization, attention to detail, and luxury involved in

the process. This highlights the value you provide and positions your service as a premium offering.

Step 04 - Sales Funnel:

Here, you ask for the potential client's email address to send them more information, including your portfolio and a client experience guide. This step effectively moves them further down the sales funnel, making it more likely that they will book a session with you. Additionally, this step allows you to continue the conversation and maintain contact with the potential client.

Step 05 - Visualisation of Success:

In the final step, you paint a vivid picture of the end result, encouraging the potential client to visualise themselves in their dream portrait. This step creates an emotional connection and helps the potential client see the value of investing in your services.

Revised Elevator Pitch with Storytelling Elements:

Step 01 - Introduction:

Hello, I'm Simon Woodward, a professional portrait photographer with a passion for empowering women through stunning, bespoke portraits. I create luxurious, personalised experiences for discerning women at our boutique studio in Swindon.

Step 02 - Confidently Stating Pricing:

Our exclusive Legacy Portrait Session starts at £190, with wall art pieces beginning at £175 and our carefully curated folio collections starting at £1200, reflecting the unique, high-quality memories we create together.

Step 03 - Experience and Education:

Imagine a day dedicated to you – a day of pampering, relaxation, and celebration of your beauty and strength. Your sitting fee covers a complete, personalised experience, including a boutique makeover with hair, makeup, and a personal stylist, as well as a consultation to ensure we capture the essence of your dream portrait. One week after your session, we'll host an in-person reveal, showcasing your breathtaking printed portraits with no obligation or pressure to purchase. Our goal is for you to fall in love with every image, knowing they represent your legacy.

Step 04 - Sales Funnel:

May I have your email address? I'll send you a link to our portfolio, which features inspiring stories of women who have rediscovered their confidence and grace through our portrait sessions. You'll also receive our client experience guide detailing everything we've discussed.

Step 05 - Visualisation of Success:

I'd be honoured to photograph you and help you see your true beauty through the most incredible portrait you've ever seen of yourself. Just as I've done for many other amazing women, I want to create a portrait that not only captures your outer beauty but also your inner strength and resilience. How do you envision being photographed?

Brief Version

Hello, I'm Simon Woodward, a portrait photographer dedicated to empowering women through bespoke, luxurious portrait experiences at our Swindon boutique studio. Our Legacy Portrait Sessions start at £190, and we offer a personalised, pampering experience that includes a makeover, styling, and a consultation to capture your dream portrait. I'd be honoured to help you see your true beauty and create a lasting legacy through stunning portraiture. Can I send you our portfolio and client experience guide to learn more about the unforgettable experiences we create for incredible women like you?

Website Home Page Copy

Hey there, welcome to my boutique portrait studio! I'm Simon Woodward, and I'm all about helping amazing women like you celebrate their unique beauty through luxurious, bespoke portrait sessions. Imagine a day of pampering just for you, complete with a makeover, styling, and a consultation to bring your dream portrait to life – right here in Swindon.

Our Legacy Portrait Sessions start at £190, and I promise we'll create an unforgettable experience that captures your true beauty and creates a lasting legacy. So, why not treat yourself to a day of indulgence and self-discovery? I can't wait to show you just how stunning you truly are. Take a look at our portfolio and client experience guide to learn more about the fabulous experiences we create for incredible women like you. Let's make some magic together!