

00:00:00 Hey everybody. Welcome to Hair the Dog Podcast. I'm your host Nicole Begley, and I'm super excited for today's conversation. It's not your usual conversation. My guest is not a pet photographer, actually not even a photographer anymore. Started out as a wedding photographer and now is the founder of an incredible photography software company that I absolutely love and I cannot live without in my business.

00:00:27 And I think you are gonna love it too. But we're not just talking about software because this is the hair of the dog podcast. We've gotta talk a little bit about the experience and the mindset and the lessons that you learned growing this business. So stay tuned for that. You're gonna love it. And you're also gonna love learning more about Gavin Wade,

00:00:47 the founder of Cloud, and what exciting things cloud has coming down the So stay tuned. Welcome to the Hair of the Dog podcast. If you pet photographer ready to make more money and start living a life by your design, you've come to the right place. And now your host, pet photographer, travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody,

00:01:14 welcome to the Hair of the Dog podcast. I'm your host Nicole Begley, and I'm super excited to bring our guest to you guys today and is none other than Gavin Wade, who is the CEO and founder of Cloud Spot, my favorite gallery software and I'm gonna do so much more, but we're not gonna get to that yet. Gavin, welcome to the podcast.

00:01:35 Awesome. Thank you Nicole. Super stoked to be here. Let's dive in. I'm excited. Yes. Oh my gosh. Yeah, so, so excited. Yeah, I've been using Cloud Spot for at least two years. I think it was somewhere near the beginning. And I remember hearing about it because of an integration with sdo, which I was using at the time.

00:01:56 And I was like, Oh man, it'd be great to have everything connected. And yeah, I just absolutely found in love with it and it's like definitely one of my non-negotiables in my business, so I'm super excited to dive into that. But before we get there, would love to learn more about you and let our audience know who, who is Gavin,

00:02:16 what, what is your experience, What's your experience in the photography industry? Be kind of like, what? What's your story? Oh boy. I'm a dinosaur in the photography space. And so that story goes back, gosh, almost 14 years now. Yeah, 14 years now. My girlfriend at the time now, wife and I were dating for three months and we liked our day jobs.

00:02:39 We didn't love them and we were just frustrated one night and were dinner and I was just like, Well, I mean, we're young enough, we could make some dumb mistakes still in life. Like we're still living at home. What's the worst that could happen? Like if you could do it all over again, what would you want do? Yeah.

00:02:53 And our response was the same thing, It was professional photography. So I was

like, You know what? What, cool, let's do it. And so, you know, three months into dating, remember, so like this, this is right, this is a big leap in my highest Slice, my for so many things. Yeah. Yeah.

00:03:09 And I already knew she was the one, but you know, we needed to, we needed to do some things before that, you know, get some life stuff set up. Right. And one of those things was like, Hey, can we actually afford to live outside of our parents' house type of deal. And so we just dove head first in invested our life savings into camera gear,

00:03:26 which I always joke is, wasn't sounds more glamorous than it was. It was literally just one camera body and one lens each. But that was our life savings. Yeah. And so then we were like, Okay, then we need to learn. And so we just soaked up as much info as we could. We went to photo conferences. We got a mentor really early on,

00:03:45 which I, I thought was just absolutely crucial. Expensive, but crucial. And you know, within that first year of still us dating, before we were engaged, we shot 28 weddings. And then, cause we were in that age range where all of our friends were getting married. Yeah. Right outta college. So it was just like boom, like pipeline.

00:04:04 I mean, If you weren't shooting a wedding that weekend, you are probably at a wedding. Exactly. Exactly. So it was just the easiest sell to get our foot in the door. And then yeah, after we got back from our honeymoon, we, we quit our day jobs and, and did full-time photography from that point on shooting dream, gosh,

00:04:20 30, 40, 50 plus weddings a year as a husband and wife duo and loved it, you know, loved working shoulder to shoulder with my wife and being able to just capture amazing moments in people's lives. Like live in the dream. Right. But it, you know, I mean, we all know there are lots of things on the brochure when you're like, Hey,

00:04:39 you know, I wanna start a photography business that you see. And there's lots of things on the brochure that you don't see a little bit more of that. And so when it came time to like deliver these weddings, when it, when when the workflow got squeezed, right, when the bottleneck started to form, that's where we started, I started feeling the,

00:04:58 the pain in my own business. Right. Yeah. She was amazing. She would edit both weddings that we had that weekend and they would be done before our next two weddings the following weekend. So it's like, you know, fantastic, amazing. But then the bottleneck was on me to like deliver things out. And at the time, there just wasn't a way to do that,

00:05:15 that was easy, that allowed our brand to be the hero. So like, you know, we had spent all this time, money, resources and crafting this beautiful experience to book these clients. Right. But then after the fact like, here's Dropbox, like, like that just didn't, didn't feel

like a continuous experience for us Yeah. That we can be proud of 14 years ago,

00:05:36 like none of the modern conveniences of websites and hosting, like all of those things, signing contracts. I, I started my business in 2010. I remember I used to send a contract to clients for them to print out and mail back to me. Yeah. Like what I know it old school. Yep. That's exactly, that's exactly what we did too.

00:06:00 Like it wasn't that long ago, but in internet, like software development terms, it was a lifetime ago. Absolute eternity. Yep, exactly. You know, and so, you know, we did the whole, you know, delivering images on a CD and on then a blue ray and stomping those things with our logo and then USB drives and like we went through all of the iterations of digital delivery.

00:06:21 But it, you know, the writing was on the wall. Like, you know, this, there needed to be a more streamlined experience and there just wasn't, there wasn't one that streamlined our workflow and there wasn't one that, you know, made our brand that hero. Like I said, when the clients came to actually looking at their gallery ordering prints and products and,

00:06:39 and downloading them, which was the crux of where, you know, the, the bottleneck was in our business. So again, over dinner, be a frustrated, you know, entrepreneurial, you know, gripe session. I just said, Look, there's gotta be, there's just not, there's just no other way. I said, You know what,

00:06:56 how hard could it be? We should totally just build it gave us Last words. Yeah, exactly. Exactly. You know, I was like, I think I could build this. Like I know, like what features I would want. I know what would help our workflow. I know what would help our clients experience. Let's, let's just, you know,

00:07:13 let's, let's give it a go, you know, like I said, how hard could it be? So anyways, fast forward through lots of lots of trials and tribulations, which feel free to ask about any of them. But we spent all of the money that we had and a lot of the money that we, once Again, all the life savings.

00:07:32 Oh yeah. We doubled down, right? So spent all the pennies we had and lots of pennies we didn't on getting the beta version of Cloud spot, which, When was that? What year was that? 2014 I think. Okay. Something like that. So when the beta went out there, we started getting initial user feedback just from photographer friends and you know,

00:07:54 anyone who would just listen and then click, click some buttons as is what we did. And so we were off to the races then. And I would say it was really about three years later that we started picking up some steam able to hire, you know, more people to join the team versus just me and like a developer against the world. And Yeah.

00:08:12 And started to really just build out something that could help photographers a, around the world. Did you have any like software development, coding experience? Are you literally just like, I have this idea, let's build it and find someone to help build it? Yeah, that's exactly it. It's just like, I know what it should look like, I know what it should do,

00:08:31 but I have no clue how to make it do that or Right. You know, so, so I had to go and find people and hire people way smarter than I was to, to get this thing off the ground. And yeah, it literally took a village of developers and designers. But yeah. And still to this day I, I'm still head of product on all things,

00:08:48 but thankfully have an amazing team for all the other things. Yeah. Nice. Oh my gosh. I know none of us can live without a team, team for sure. But looking back on it, you know, cuz building a photography business is full of the ups and the downs and the days of like, this is amazing. And then the next day like,

00:09:05 Oh my god, who, what am I thinking? I can't do this. Like sometimes within the same hour was building the software company pretty much like that. Was it more extreme, less extreme? Kind of compare the two? Hmm, that's a good question. I would say there's a lot of similarities, right? Yeah. In terms of the journey,

00:09:25 in terms of the questions that you have to answer in terms of the determination that you have to have. Yeah. And in terms of just showing up, putting in the reps, doing the work, right? And, and I think that's 90% of any entrepreneurial journey is just showing up and putting in the work. And so, you know, for us,

00:09:46 one of the forcing functions on that was sort like, well look, we have, we, we've bet the farm on this puppy, right? Like, we burned our boats on this a long time ago. So you know, it's either going get across the line and actually be something, or we're gonna have to call mom and dad again and say,

00:10:03 Hey, guess what? We're back care moving back. Yeah. It was really that big of a, of a sinker certain type of moment in the early days. So when you're self-funding this and you know, when cloud computing wasn't exactly as affordable as it is now and there's were as many tools and such to, to get off the ground. So yeah,

00:10:23 absolutely. There were the highest of highs and the lowest of lows and oftentimes only mere minutes separated those things. So Yeah. Right. I just read, I don't know if you've read it, Delivering Happiness about the founding of Zappos? I have not. It is on my list though. I've heard It's great. It's a, it's a great book,

00:10:40 but during it, I mean the, the ceo, I forget his name, but he just kept on putting like so much, he made money with his first business and he had this and he started to fund it and then he put in more and put more and they like had to get this business cuz you know, it's

like shoe delivery and warehousing and so much inventory and so much capital that,

00:11:01 I mean they bet the farm even like all the money he made from selling the previous company, like taking Zappos down to like the last hour of funding of like, we're either bankrupt or we're making this. And it was, it's just fascinating. I'm just like, holy cow, that is such an incredible bet. And then, but they had this vision of what it could be.

00:11:24 So I'm sure that probably, and I think that helps a lot of photographers, you know, they have this why they have this vision, they know what they want their future to look like, which I think is what you need to hold onto in those moments when you're like, Oh my God, what Am I Doing? That's right. That's right.

00:11:39 They never said it was gonna be this hard. Right, Right. That's right. Yeah. So did you have like that bigger why of like, why you wanted to create this, this experience? Did you have that, the bigger kind of picture that you were holding onto throughout all those growing pains in the early days? It, it wasn't as refined out as like our why and our mission and things because it was just me.

00:12:03 And, and at the, at the core of it, at the heart of it, it was just, look, I just wanted to help other photographers. Like I just wanted to help them be successful in their business. I wanted them to be happier using this than what I was stuck with using for so long. And, and really that was the litmus test for like,

00:12:21 should we do this feature? Should we put our time, effort, and resources into this particular way? Like, you know what I mean? Like yeah. It, it was just the lens through which we, we viewed everything and we still do today just in a bigger scale. And so, you know, the mission slowly started forming, but not in those early days.

00:12:38 It just came down to, hey, can I help as many people as Possible? Yeah. I love it. I love it. Well you certainly are fulfilling in that because the software is awesome and I think we should talk about it a little bit. So I guess if you wanna give us kind of the elevator pitch of what is Cloud spot if people out there haven't heard of it Yeah.

00:12:57 Let 'em know. Absolutely. Absolutely. So the elevator pitch is really cloud, we say cloud Podcast pitch, what's your podcast pitch? Ultimately the way, the way that we frame it is, you know, Cloud Spot is the fastest and easiest way to deliver, share and sell your work online. So you know, how we say is like, if,

00:13:20 if the presentation and client experience of your photos is important to you, then then Cloud Spot really is gonna be a great fit. Yeah. And we layer on top of that, you know, sales like prints, products, you know, cards, albums, things of that nature, which we know your clients are ordering and and purchasing anyway. So they might as well purchase it from you and it should be a streamlined experience such that it doesn't put more work on your shoulders but

rather more automated.

00:13:45 But yeah, you get all the upside benefit of like a hundred percent of your profits. So, you know, as the business grew or as the company grew, we added, you know, print lab partners, we added automation to that kind of stuff. Just to help again take that workload off of individual solo entrepreneurs and let you know, let us kind of handle that stress free.

00:14:04 So yeah, I love it. So it's the print and product side of things, but really our, our first problem that we aimed to solve right out of the gate was image delivery. And you know, what we, what we have transformed it to to be, and we lovingly call it grandma proof downloading, you know, cause we love grandma,

00:14:23 but you know, if, if your gallery provider requires your client to go through eight or 10 or 12 different hoops just to download what you know, you want them to have, you know, your clients might get there, it might be a few like text support related emails that swap back and forth, but Grandma for sure is gonna get lost at like step two or step three.

00:14:41 So, so what we aim to do is allow photographers to still create that beautiful experience, you know, their brand, their logo and colors, their email template text, but within the first email that they send to their clients, not only can they give them a gallery to view and share and purchase from, but also an instant download button right in that first email as well to get what the photographer wants them to have,

00:15:05 whatever size they want them to have it, however many times they wanna let 'em download it for however long they want to let them have access. All of that's controlled and customizable, but still very simple for the end client just to go Yep. Click and they can start downloading. Yeah, no that's really nice cuz I know I've gotten galleries from other software companies and yeah,

00:15:25 you get the email and it's like, oh okay, download your images, boo Okay. Start the thing. We'll send you another email later that like, things get lost in my email really quickly and, and then I also forget that I did that and then I forget to check and oh my gosh. So yeah, this is the one click download is so very helpful.

00:15:44 What are some of the things that Cloud Spot does that maybe some of the competitors in the space don't? So some of the places where you guys shine? Yeah. Well first and foremost that download experience is one of them. Yeah. Or there no other gallery company out there lets you just say, Hey I wanna send these three images or this whole folder of images or this whole collection of images to someone,

00:16:06 you know, just like that for instant download. So that's, that's a biggie for sure. And you know, I sat down and did the math when I was at the height of, you know, our photo business and I calculated it saved me two and a half weeks of my time every single year Wow.

Sharing images to clients and to vendors through cloud spot versus the provider I was using at the time.

00:16:28 So I was like, Oh, okay, yeah, I'll buy back two and a half weeks of my life, no problem with this, right? So if no one else uses this thing, it's at least paying for itself, you know, well kinda paying for itself, you know, in in over the next years. So that's, that's a big one.

00:16:43 Second of all, we, we have client mobile apps, you know, so that's something that we released a few years ago. It's essentially just, you know, an icon that can be on your client's device, Right. That they tap on and it's their face. It's the name that you give it and it's essentially, you know, a gallery,

00:16:58 like a photo gallery style layout, but that's just at the touch of a button on their phone. And people go, well the galleries work on your phone too, right? And they're like, yes they do. If you like, you know, want to go through and you know, access the link on your mobile browser. But we created the mobile apps for a different use case to,

00:17:17 and also to answer a very important question that we always got and the photographers always skip, which is, Hey, you just shot my wedding or you just shot this beautiful portrait session, I've got hundreds of photos, how do I get them on my phone? Right. Do I need download 20 gigs to my phone and you know, let's be honest,

00:17:32 who has 20 gigs free on their phone then or now for that matter. Right? Right. But they still wanted to show everyone. So the mobile apps was our answer to how do I get all these images on my phone? But also how do we let the photographer be the hero in that experience and let them just have one tap to just click on it and show everyone that they meet.

00:17:50 So that's not unique to us in the sense of a mobile app. What is unique to us though is that we don't have any limits on those mobile apps. So every other company out there limits you to X number of photos. They don't let you sell, they don't let people download, they don't let you see what images they favored or what they share.

00:18:05 We completely remove all of those barriers. So there are no limit damages you can sell, Your clients can download pretty much all the settings that you have in our galleries you can have in our mobile apps. And so that's just kind of allowed the creatives brains to go wild. And, and we've heard all types of amazing use cases on terms of how people have leveraged that.

00:18:23 Like same day sneak peaks. So like, you know, while the couples at the head table eating their dinner, the photographer is going in editing 15 of their sneak peaks and creating a mobile app and literally texting it to the couple at the head table while they're eating dinner. And like the, the groom's head like pops up and he stands up and he like looks at the

photographer and like thumbs up and like so way cool ways,

00:18:49 things that we never thought of that photographers are using these things for just to help their business and their brand stand apart. So that's definitely another thing that people use quite often. Yeah, those are awesome. Such a great way to, as a portrait photographer, to give to your clients of the images they order that they're right there on your phone. They can share the measly to social media,

00:19:12 they can show share to other people. Yeah, I'm a huge fan of those of those and I don't even tell people that I'm getting them, I use them as a just a experience surprise that, you know, elevates the experience that they have and yeah, they're always just like, this is the coolest thing. Question for those is how do you guys have your pricing set up versus,

00:19:37 well, like you have the mobile app, you know, and you give it to your client and how long does that mobile app live? Do you just keep that gallery in your galleries? How is that pricing set up in that? Cuz some companies are set up that you can have like three active galleries or you know, a hundred active images or whatever.

00:19:56 So how's that all work? Yeah, and everyone kind of goes about a different way. So for us it's based off of storage, not number of photos. Cuz number of photos, especially these days can be pretty arbitrary right. In terms of size. So we try and keep a little bit more simple. So you know, our, you know,

00:20:12 you can, you can create an account with cloud spot for free and you get up to 10 gigs of storage to play around and there's some limited features there. But for the most part you get to experience everything. And then our first paid plan gets you a hundred gigs and then it goes up to 350 gigs and then we have an unlimited plan. So yeah.

00:20:28 Nice. Really, really a plan to fit each creative in in their journey and in their business with plenty of space to grow before it actually incurs additional cost. Yeah, I love it. I love it. It's awesome. What is, I know, all right, there's something straight out of like the jet sends that you're just released or you're getting ready to release by the time this podcast comes out.

00:20:50 Cuz it'll be in about a month, you will have released it I think. Tell us about, Yeah tell us about, about that latest thing. Yes, absolutely. So, and this is, this is what's coming as a part of our store experience to help you sell more prints and products and help your clients really buy with more confidence and something that,

00:21:12 a category that has just exploded over the last few years and you know, thank you Covid. Cause we were all stuck at home staring at our empty walls and saying like, we really should do something about that. Walmart has just exploded. We're here from our print partner

labs that like we're talking two, three, 400% growth Wow. In large format prints and canvases.

00:21:36 And that's not just one year, like when we were all on lockdown and like people were looking for a home project. Right? We're talking year over year type growth and it's here to stay. That's the long and short of it. And so we know that when you're buying online, trying to gauge the size of something, especially a piece of art,

00:21:53 like a 20 by 30 canvas or what's the difference between that and a 30 by 40? It's very tough unless, you know, someone busts out the old measuring tape and stuff, but it's still very difficult to visualize. So what we have coming is really a technology that people are getting more and more familiar with because they've shopped on the places like Amazon and like Apple,

00:22:10 but for creatives, for small businesses, for photographers, this technology hasn't been available to them. And so we're really excited just to, to bring it about and and see what they do with it. But enough teasing in our store, we are going to be introducing augmented reality previews such that before clients buy, they can view exactly the photo they want at the size canvas that they want directly on their wall.

00:22:35 So they literally point their phone at the wall, the augmented reality preview will pop right against the space that they're looking to occupy. And with their device, they can just walk all around that thing. They can see the weave of the canvas, they can see the staple on the back of the canvas if they want to, but it allows them just to say,

00:22:51 Hey look, is this the right product for this space? And usually, oftentimes and not like it, you know, they think a 20 by 30 will fit, but really they need the 30 by 40. And so it's a great just kind of done done with you process of upselling them. Yeah. To better and more impactful wall. I love that.

00:23:10 I love that. If any of you guys out there have used Google Translate, they have the same augmented reality thing where you can download it and like this worked out really well. When I was in France a couple years ago, it was the first time I saw it when we were parking and I took like two semesters of high school France, French,

00:23:26 and like, I don't know, many, many moons ago. And I'm reading it, I'm like, I have no idea what that says. Am I allowed to park here or not? So I like whipped out my phone, put it up to the sign and it was like ju all of a sudden it like becomes English on my phone. I'm like,

00:23:41 this is amazing. So that's essentially what we have created for, or you guys have created for our clients to use, which is just the coolest thing. And I'm thinking of it as a way because all of my listeners out there know that I'm a big fan of in person sales and selling wall and I'm can't wait to play with this as a pre consultation type tool in which I'm gonna create a

little like sample gallery of some sample images,

00:24:11 like a landscape one or maybe a portrait and like just some different ones that people usually choose for Walmart. And then they can, I can have them like, hey, go around your house, hold this up. Just like take a screenshot, send it to me of things that you think might be good and they can then start seeing that, envisioning that before we even get to the sales session.

00:24:32 Which oh my gosh, I'm so excited. Exactly. I love that idea. Yeah, I mean we'll be leveraging QR codes in the gallery. So if your client's on a desktop computer, but they still wanna see that AR preview, we just pop up with QR code on the screen and they point their phone at it and then they, you know,

00:24:48 that takes over. So you can generate those QR codes, you can put them in your pricing and product guides and just let your clients literally do that and upsell themselves even. Yeah. Which is super cool. Yeah, we actually just got a new car and they have that in the manual. There's a little QR code that will take you to their YouTube channel that shows you how to use that feature.

00:25:09 I'm like, oh my God, that's amazing. Things have changed since I, my car was an oh eight, so it was, I mean I don't even have a backup camera. It's straight up agent old school. But anyway, Yeah, that's super exciting. I, I can't wait to use that. I do wanna mention to you guys too,

00:25:28 out there some other ways that I love to use cloud spot because like I said, I do mainly in person sales or Zoom sales, like live sales I like to call it. So I'm not usually creating a gallery for people to buy from, but that's how I deliver my high res files. So if somebody adds on or purchases high res files, they get delivered in my cloud spot gallery,

00:25:49 I still have that hooked up to a store so they can order additional prints. And I think I mostly just have prints in there and cards as a, the new awesome one in there. And they're not marked up hardly at all because I made my money. Like I'm not looking to make money on the store. I'm looking at it as a client experience where I can say,

00:26:12 Hey, you wanna order some prints for the office or for your mom or whoever, like order through here is through professional lab prices are super competitive, but the quality's way better than you're gonna get for Costco. I don't have to do anything. It goes to them, they're super happy. And then I can have different price lists too. So if there is a situation where,

00:26:32 all right, maybe it's not a client that's already purchased their files, maybe it's an event or something where somebody needs to purchase files, I can have a whole different price list for that. Different products, all the different things, which is fabulous. Absolutely

fabulous. I love it. And then the other thing that I absolutely love using it for is during my pre consultation piece I have,

00:26:56 I created basically my location guide with a gallery. So inside your gallery you can create all these different folders. So I have like Charlotte locations and then I have location A, location B, location C, and I probably have like six or seven locations in there with sample images from each location that I can send that to my client and be like, Hey,

00:27:15 you know, as we're discussing where we wanna hold our session, they can look through and I say, here's some of my favorite places to shoot. Which is so much easier than a PDF or trying to explain like cuz I love to shoot by the city or like in more urban things, but even there I can still create some beautiful nature looking images,

00:27:33 which is really hard to explain to a client. So being able to share that with them easily is game changer. Absolutely. Yeah. Our, what we call our portfolio pages are essentially what you can do, you can elect to have any gallery publicly visible and then you can categorize them and then you can send just a link to that category for perspective clients to see,

00:27:53 you know, all the different locations or whatever it might be. Oh yeah, I've used that a ton of times. I love it. I do it for vendors and venues as well. It's just been a great marketing tool. Yeah, that's awesome. That's awesome. All right, before I wrap up, I have to, you know, I'm pretty excited for the augmented reality.

00:28:09 I'm not gonna lie, but I'm really excited for this next piece that is coming out soon too. So can we, can we spill the beans? We can absolutely spill the beans and I've, and the beans have already been spilled everywhere over the summer. Actually you guys are pretty special because the very first people in the whole entire world who publicly know about this feature,

00:28:32 who are hair of the dog some and peaks. So we're special. Oh absolutely. Unquestionably so. But yes, for everyone else who didn't have the, the privilege of being able to be at that summit and attend virtually, I am more than happy to say the next step of of cloud spot's evolution. And again, the heartbeat of it has not changed from even years and years ago when it was,

00:28:58 when it was just us starting from scratch. And that is to help as many photographers as we possibly can. And like we always say, we promise to always listen and that's never stopped. And so what we've been hearing from our photographers, from our creatives is that running a business is tough and, and you know, go figure right? News flash.

00:29:19 But as more and more photographers are coming into the market, it's just becoming more and more apparent that like, okay, there's a, there's lots of options out there like on how to do it, but how, what's the most effective way? These are all fairly expensive

solutions first and foremost. So what's, what's, what's the right time, right action for what I need to get done in my business right now?

00:29:40 And I just would love my client experience to be as streamlined as humanly possible so I don't have to, you know, expend all that mental energy on tool A and tool B and tool C and pay for subscription A and C and like whatever it might be. So I'm really excited to say that in the upcoming months we're going to be teasing and showing more of what we are calling cloud spot studio and cloud Spot Studio is gonna be cloud spot's step into the all in one space for professional photographers,

00:30:10 from contracts to invoices to questionnaires to project management to client portals and tying in your galleries and mobile apps with your client's portal and giving your client one spot to see everything that they need to get done with you shoots outstanding invoices. Just streamlining that whole process is now going to be under one roof and we could not be more excited. Oh my gosh. I'm so excited for that.

00:30:37 But it is so great. Yeah, like I said, I used to use Gisa, which they're fantastic, but I ended up, I use monday.com to manage all of my hair of the dog stuff and it was like, why am I paying for this over here when I can just use that? But since smart, using cloud spot to have all of my photography stuff in one spot instead of like over Monday and that and this,

00:30:58 oh my gosh, I'm so excited, so excited. It's gonna be so good. We, we are too. You know, it's, it's the type of deal where it's a big undertaking, right? And very, very blessed to have an amazing team who is down for this ride just as much as I am. But it's just been so clear for,

00:31:13 for more than a couple years now of just photographers want an all in one solution that's pretty, that doesn't cost them an Ironman leg and you know, something that we want to give them, which we will, they haven't been asking for cause they didn't know was an option. But we wanna give them lower fees as well when they are processing those invoices so that they get more money back into their pocket to fuel their passion.

00:31:35 Lenses aren't cheap running the business isn't cheap. If there's any way that we can save photographers money or make the money at every turn, we're absolutely going to do it with cloud Spot Studio. Yeah, I love it. I love it. All right, so if you guys wanna check it out, go ahead to hair of the dog academy.com/cloud spot and that will send you over to cloud spot and you can save 50% off either a monthly annual plan or sign up for free,

00:32:01 check it out. And then what happens if they sign up for free and wanna upgrade later and get that discount, I forget. You mentioned at the summit, do they contact you guys or will it carry over? They don't even need to. If, if they create an account through your link when they go to upgrade, no matter when that is,

00:32:17 they'll see your discount automatically applied. Oh perfect. Excellent. And the yearly plan is actually more than 50% off cuz we bake in 20% off automatically. So that's more like 70% off. If they offer a yearly plan, it's, it's the best deal in town. Thanks to you. That's fantastic. So you guys definitely go check it out and yeah,

00:32:35 like Gavin said, you can sign up for free test around in there. They have a lot of features available in the free one and gosh, all these new things coming down and then when you realize that you love it and you can't live without it, go ahead and upgrade and you'll still get that 50% off here@thedogacademy.com slash cloud spot. Just one word.

00:32:53 C L O U D S P ot. Oh my gosh, this is so exciting, Gavin. We're really excited. You know, and and also for, for your listeners, we'd love if they, if they are a recovering user from another gallery provider, we are happy to help them make the switch and, and offer free migration. Oh, perfect.

00:33:13 But we have a free migration service. It's not glamorous work, but our team does it lovingly because we just know how difficult it is to get unstuck from something, even if it's not the right fit for your business, it's just who's got the time. Right. So Right. Our team is more than happy to help make that possible so that it's the least of your worries and,

00:33:31 and get you unstuck real fast. So. Oh, Perfect. So good. So good. Is there anything, any last words of encouragement you wanna leave to photographers out there that maybe are like where you were 10, 12 years ago where, you know, many of us find ourselves earlier in their career and just going back and forth between the, Oh my God,

00:33:50 this is amazing to the, oh my God, what am I doing? There are a few things, things that I clung to then things that I have posted notes on my desk now that I wish knew then. But, you know, first and foremost, it's, it's not always as easy as it seems. And if it is, it's an out,

00:34:08 you're an outlier, not a liar, an outlier. And, and that's great and celebrate it, but always be challenging yourself in case if you're not feeling challenged. But if it were easy, everyone would be doing it right. First and foremost, it's going to be a struggle. What you don't see from all of the people who you think are just crushing it and killing it is the years of pain and sacrifice that they've put in to be an overnight success.

00:34:33 Right. A 10 year overnight success. Right. And, and just realize that what you see is different than the journey, right. Everyone goes through this journey, you know, you, you will have three steps forward, two back. Right? But keep ongoing. So, you know, a phrase that I've clung to and that I've reiterated with our team often is,

00:34:53 you, you can't lose if you don't quit. Yeah. You know, and, and that is in addition to just showing up every day that's proof positive. Like, look, I'm not quitting, I'm showing up.

I'm here, how do I make this better? And if you come at it every single day with that mindset, then you're not gonna lose the,

00:35:11 the path may change. Right. And that's okay, that's how it should be. But don't feel like you have to have it all figured out right here, right now. You'll get there. Yeah. Yeah. Cuz none of us have it all figured out. Somebody asked me the other day that she's photographer but adding on another venture, she was like,

00:35:28 how often in the beginning did you like tell yourself that you weren't cut out for this? I'm like, in the beginning I told myself that yesterday. She's like, Oh my god. Like, sorry, like still happens then you know, we all kind of chose to have this entrepreneurial journey, which is professional development on steroids. I mean, whether you want to or not.

00:35:48 Like there's going to be inner work that you need to do and you're gonna come face to face with your own limiting beliefs and your own just bs going on in your head. And you either let it win and say, Yeah, okay fine. Maybe I'm not cut out for it. Which if you have the goal and the desire to do it, then you have the ability to do it.

00:36:09 I firmly believe you just have to keep going. So to echo what you said, just yeah, just keep on going A hundred percent. And, and something that I wish was more, I was more mindful of in, in my photography business and even in, in growing and developing cloud spot was, you know, value your time, right? Like,

00:36:29 you know, how many times do we as small business owners like, Oh yeah, I'll do this or I'll do that, or I'll spend hours doing this. Like creating a website when I'm not a website designer, I'm not a website developer, but why am I in there banging away on code or trying to do things right? That's gonna take way longer and be way lower quality or even,

00:36:48 even just way longer, right? When you can be out there finding right, you know, building relationships, doing the things that you love to do. So I would, I would encourage everyone to, no matter what stage you're at, be looking for ways to buy back your time to help shortcut, not shortcut, but help optimize your path towards getting to where you want to go.

00:37:08 Like, like I used to do our taxes, right? Why in the world would I, was I doing our taxes as a photo business? Right? Like outsourcing that to a CPA was like one of the biggest ways that I bought back my time in their early years. Right? Same. And probably made more money cuz you probably paid less in taxes cause they knew loopholes that you didn't percent,

00:37:27 I had no business trying to figure out California tax code. Good gracious, right? So, you know, so just things like that. But for some, some of us, we just have these beliefs, right? These limiting beliefs of like, Oh, I'm a small business so I should be doing this, this, this, and this. I should be building my website,

00:37:43 I should be managing this or that and doing all of it, right? You can't do all of it. So look for ways that you can stay in your sweet spot of what you know that you're good at, right? Challenge your beliefs in terms of what you think you should be doing and focus on your clients and focus on what you feel that you can do to have the most ROI for your business at that given time.

00:38:03 So I love that. Yeah. That is our words to live by for sure. Oh my gosh, this was such a good conversation. So much more than just how awesome Cloud Spot was, which it is. So you guys go check it out here of the dog academy.com/cloud spot. Go sign up for at least free account, 50% off your first month or annual,

00:38:24 which then you save another 20. So definitely do the annual because you're gonna love it. But anyway, if you guys have any questions for Gavin or the Cloud Spot team, you can reach out to them. What is the website that they can find Cloud spot or reach out to you guys if need be? Absolutely. We are known for our support team.

00:38:42 There's a little chat bubble in the lower right hand corner of our website. So if you just go to cloud spot.io, send us a question, we'd love to chat. We'd love to, you know, give you a one-on-one demo. You know, as we say, there are a lot of great companies out there, but it's just a matter of finding the one that's the right fit for you,

00:38:57 for your business, for your workflow, and for your client experience. So however we can help with that, we're here for you. Awesome. All right. Thanks so much for being here with us, Gavin. We will see you soon and I cannot wait to get into Cloud Spot Studio. Thanks Nicole. Talk with you soon. I can't either.

00:39:13 All Right. All right. Talk to you guys soon. See you guys next week. Thanks for listening to The Hair of the Dog podcast. This was episode number 161. If you wanna check out the show notes for access to any of the resources that we mentioned, simply go to www.hairofthedogacademy.com/ 161. Thanks for listening to this episode of Hair of the Dog Podcast.

00:39:36 If you enjoyed this show, please take a minute to leave a review. And while you're there, don't forget to subscribe so you don't miss our upcoming episodes. One last thing. If you are ready to dive into more resources, head over to our website@www.hair of the dog academy.com. Thanks for being a part of this pet photography community.