

Nicole 0:00

Hey everybody, I hope you are enjoying your holiday season and looking forward to an incredible new year in 2023. I can't believe how quickly 2022 went. Well, if you're going to be having some downtime during the holidays, we put together an incredible Best of 2022 collection of the Hair of the Dog podcast. These are the most impactful and very best conversations that we had on the podcast this year. And I tried to keep it to a top 10. But it's really a top 12 or 12, top 13 because there were just too many great things to share. So anyway, if you would like to opt in to that private podcast feed, all curated for you ready to go, just jump over to www.hairofthedogacademy.com/bestof2022. That link again is www.hairofthedogacademy.com/bestof2022.

Nicole 0:51

Hey, everybody, Nicole here from Hair of the Dog and today's episode, I am chatting with my good friend Tavia Redburn all about content marketing. Now I can hear you out there and the whole content marketing, you're talking about blogging, please blogging is dead. OK. The RSS subscribe blogging feature yes, that might not really be around anymore, or hasn't been in about 10 years. But content marketing is always in style, because it works, because it builds you as an authority to your potential clients. It connects you with other partners in your area and it's just an incredible way to always be marketing your business without having to be salesy or always offering special offers. You're gonna love this conversation. And if you do, and you want to go deeper into this content marketing, and specifically learn how to use incredible artificial intelligence tools to help you create this content in just like an afternoon for, you know, 52 weeks of content, it can be really, really easy and fast, you're going to want to join Tavia for a very special training inside the Hair of the Dog Academy for our members only on January 26. If you're not a member yet, just jump over to www.hairofthedogacademy.com/academy. And there you can join and I hope you will join us for this incredible conversation that is going to be happening about how to utilize these tools on January 26. But in the meantime, enjoy this incredible podcast episode with Tavia.

Voiceover 2:36

Welcome to the Hair of the Dog podcast. If you're a 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.

Nicole 2:54

Hey everybody. Welcome back to the Hair of the Dog podcast. I'm your host, Nicole Begley. And today I have a very special guest with me, my good friend Tavia Redburn is here. Tavia, welcome to the podcast.

Tavia 3:10

Thank you, I'm excited to be here.

Nicole 3:12

Yay. I'm so excited to be here too. So you don't photograph dogs, your niche is actually 180 degrees different but at the same time, very, very similar. So tell us about what you do in the photography world.

Tavia 3:30

Yeah, it is weirdly similar, but also very different. I am a birth and baby photographer in Oklahoma City. And in a similar way to you, Nicole, training photographers how to photograph furry friends, I help people photograph one of the biggest days and a new family's life. And that is the day that their baby is born. And it's incredible. Yeah, there's a lot of variables just like with dogs, right? Like ... or pets in general. There's, there's a lot of things about it that you can't control. But that also makes it, like, part of the fun of doing it.

Nicole 4:07

Yeah, for sure. For sure. I have a confession that I photographed newborns for a hot minute, when I left my full-time job and was making a go of this photography thing. I worked for one of those like national chains that photographs in the hospitals. And I think I even had, I don't know, maybe three to five private newborn clients, until I quickly decided it's like, whoa, no, no, this is not for me. But I'm so glad there's people out there like you that love it. Because there's just so many different niches. I think it's so funny, just how all of us have these different specialties that we absolutely love, but you drop us over into this other genre and we're like, oh, this is very different.

Tavia 4:49

Yeah, it's so true. And I was thinking that about you as well, like I have ... I love my dog, but I have no desire to photograph other people's pets like There's nothing about that that appeals to me. And so it's so funny that like, we can all love photography and want to have successful photography businesses and have a passion for like these different niches. It's so cool.

Nicole 5:11

Yeah, it is for sure. And now, you know, you guys, if you're hearing you're like, man, what is what am I going to learn from a baby and birth photographer? Because I don't want to photograph babies. Because hello, I liked my furry dogs. And I'm an introvert. No, thank you. Guys, stick around, because we are going to be talking about some incredible marketing thing. So yeah, Tavia is a baby and birth photographer. But she's also a marketing genius. And we are going to be talking about all sorts of things that cross the niches or the niches and ways that you can help market your photography better. So before we dive into that, Tavia just tell us maybe a little bit about how long you've been in business and kind of what your business evolution look like.

Tavia 5:58

Oh, man, OK, how far are we going back here? So in 2008, I was I had a brand new baby and I was one of the moms that you saw on the internet back then, that was like taking over with the DSLRs, right? Like all the mom togs are like swarming, and with their, with their digital cameras. And that was totally me. It was definitely like a male-dominated industry before then.

And then it was like all the mom togs came in. And were what what some people might say, like ruining the industry with our, like, \$50 sessions and giving all the digital files and all of that, that was me. And, and so it was around that time that I was like learning how to shoot manual. People were asking me to photograph everything, senior sessions and weddings and families and babies. And I was photographing all of it trying to figure out if I wanted to make a go of this photography thing. And it was in 2011, I was pregnant with my second son, I had been dabbling in photography had kind of started a business in the way that I just described. Not legitimately, but just kind of shooting around for 100 bucks here and there. And I hired a birth photographer for my son's birth in 2011. And birth photography was not a thing like it's still that relatively unknown.

Nicole 7:16

Yeah, it would be really new back then. Dog photography was still really new back in the early the early 10s.

Tavia 7:24

Yeah, yeah. And so I hired a birth photographer, for my son's birth, very unknown, didn't know what to look for just was like, OK, this person seems reasonably priced. Like, we'll go with this, I ended up being in labor for 36 hours. And she didn't come, because I was in labor for so long. And it was very dramatic and traumatic, because I didn't have the photos that I wanted. And as a photographer, I knew, like what I had missed out on, I knew what was available that I didn't have, and you don't get a second chance, just like a wedding, right? You don't get a second chance to photograph somebody's birth. And it was then in my like dabbling photography business that I decided I want to photograph birth, and I had never photographed a birth. But I just thought, I want to be somebody that families can rely on. Even though nobody knows anything about birth photography, similar to pet photography back then. Right? It's like I was kind of pioneering my way into a brand new niche and wanted to be known as a birth photographer. So I photographed my very first birth, in January of 2012. This for my cousin, it was free. And I was immediately hooked on birth photography, like everything that had to do with it. And so I decided to specialize my business in birth photography, so that people in my community would know me as like the go to birth photographer.

Nicole 8:52

Gotcha, awesome.

Tavia 8:53

So that's kind of the evolution of my business. And then it was that decision to niche down that really helped me find my ideal client, and stand out in a market of all of these moms that were doing session \$50 or \$100, giving all the digital files. And it was ... it was then that I started to realize I've got to charge more, I have to charge sustainable pricing. And I have to figure out how to stand out among all these people that are doing it for really inexpensively because I'm not going to stand out based on price. I've got to figure out another way to stand out. And I did that by specializing in birth photography.

Nicole 9:32

That's awesome. And then you actually helped your husband leave his full-time job, just on your photography income. This is before you started educating first photographers, but just on your photography income, in what was that? 2018?

Tavia 9:47

Yeah, so in 2018 we were kind of forced into it. It was our goal. Yeah, right day kind of a goal. And my husband was miserable in his job and we just looked and we're like, can we do this now. Like, is this something that we can do now? And so in the summer of 2018, we didn't tell anybody what we were doing, because we were terrified that it was going to fail. You know, like, it felt so scary. But yeah, just based on my photography, income, he was able to leave his full-time job, and I became the primary income earner for my family of five.

Nicole 10:19

Wow. Yeah. That's crazy. I'm sure that feels like a whole different level of stress all of a sudden, where it's like, oh, what? Like, food on the table is my responsibility now, not just helping, but like, it is on me.

Tavia 10:35

100%, but it also felt like very freeing, and felt like what we should be doing 100%. Like, yeah, it was it was pressure. But I felt like I was given the gift of time. Because you know, at home, I had been running that business and homeschooling the kids, for five years, ish, at that point. So to have him home and able to help, I actually felt like I was able to dedicate even more time to growing my business because he was there to help.

Nicole 11:02

Right, that's fantastic. That's fantastic. Which is a perfect segue because we want to talk about growing said businesses, and how you did that. And a lot of it is still working. Today, we're kind of talking about this content marketing thing, which I feel like people hear content marketing, and they're like, Oh, you mean like I RSS subscribe to a blog feed circa 19, er not 19, the Internet barely was barely around, like, 2012. What exactly is this, quote, content marketing? And how can it help?

Tavia 11:35

Yeah, oh, man, I love content marketing so much, because I never wanted to be the type of person who was booked off of my price. First of all, I didn't want to be like the low-price photographer. I didn't want to be somebody who was booked because I was inexpensive. And I wanted to figure out how to sell without feeling like I was being salesy. Like I didn't want to run promotions, I didn't want to do discounts. I didn't want to use like high-pressure sales tactics to get people to book me. And so when I learned about content marketing, I realized this is a way that I can get in front of my ideal client, and sell to them without directly selling to them, I can give value to their current stage of life, I can be somebody that shows up for them and gives value and then sell in an easier way. And we can talk in detail about what that means. Can it be blogging? 100%, but it can also be podcasting. If your people like listening to podcasts, it can

also be creating videos on YouTube. It can also be going live on Instagram, like, I know, photographers, kind of hate blogging. It's like, oh, blogging, like, I don't want to blog. Nobody reads my blog, nobody cares. Like, why would I waste time doing this. And so it can be blogging, but it doesn't have to be blogging. So I always encourage people to like, choose a way to give value that feels good to you, and that you'll actually like keep up with and if you're not somebody who likes writing, you can totally choose one of those other ways.

Nicole 13:09

Yeah, I love that I actually have a couple people in my community that created like a local Facebook group for dog parents that you know, then they can share different things going around town, they invite rescues, they invite other businesses, it becomes this whole big collaborative piece, which is really the goal is to be visible to our potential clients. Right. So it's thinking about how can we make that happen? Yeah, which people tend to get really, really overwhelmed by.

Tavia 13:43

Yeah, it is about being visible. And it's about knowing where your people are already hanging out. Yeah, you want to choose something that is easy for you to keep up with. But if your people aren't on Facebook, don't create a Facebook group. Like if your people aren't hanging out on Instagram, or or YouTube or listening to podcasts, don't create a podcast if your people aren't listening to podcasts, right? And so like figuring out that intersection of what do you like to create? Or what could you tolerate to create even if you don't love it? As well as where are your people already hanging out? And I think that for photographers, when we talk about blogging specifically, they think that they need to be blogging their client sessions. It's like, oh, I need to like blog and what do I say? And it all kind of starts to sound the same. And so they start to blog for SEO versus like people, meaning they're just kind of trying to stuff keywords into a blog post so that Google will rank their posts and they'll get seen on Google, which is OK, to an extent, but my perspective on content marketing is for the reader first, and those secondary things like SEO second, so I'm thinking of how can I create a blog post that my ideal client actually wants to read? Not because I'm being forced to because I want to rank on Google. And that doesn't mean you have to blog client sessions.

Nicole 15:07

Yeah. And when you blog client sessions, I would venture to say that like, it's not that exciting. You know, in terms of even SEO, I feel like if you're doing some content marketing, that's going to be just as good SEO, which we can talk about that here in a second. But if you're just like putting up hey, here's Fluffy, and her mom, and we went to this location, and aren't they cute, yada, yada, yada? Like, no one really cares, you know, Fluffy, and her mom cares, and they're going to share it with their friends, or her family maybe post it on her social media. But when you start to look at what kind of information, education, entertainment, can I give to my potential clients, and in what form, I think that's where you start to figure out like, Oh, this is what I can talk about. And we'll talk about the repurposing, too, because the beauty of it is once you start creating it, then you have it created and it ... it's not like a social media post that lives for five minutes, and it's gone. Like, if you're creating this content on whatever platform you choose, we

can start using it really, what's the word I'm looking for, with purpose, you know, intentionally, to help grow our business. So some of the things that come to mind for me right away for content is definitely objections that people would have that would prevent them from even considering hiring us. So for pet photographers, that is generally my dog is a nightmare. There's no way my dog will behave to get those beautiful pictures that this person creates. And then my dog has to be on leash. So we can't do anything outside. So forget this outdoor photographer. Which man, I feel like we need to scream that from the rooftops because still, every time I meet someone and I say I'm a pet photographer, they're like, ah, I wish I could do that with my dog. Like, you can! Just hire a pet photographer, we know how to work with your dog.

Tavia 17:09

Right? Yes. And think about like, how appealing that's going to be to your ideal client to come across a blog post that's like, do you need to ... how would you phrase that in like a blog post? This is about my world? Yeah. Like, how would you phrase that in a blog post title?

Nicole 17:28

Oh, gosh, let's see, I would do something about like, oh, I'm trying to think of really succinct we can maybe workshop this real quick. I'm thinking something about like "Think your dog's too crazy for a pet photography session? Think again", or "Think Fido can't get do this? Think again", you know, or even the craziest dogs or something like maybe even clickbait-y of like, "Come see the great images of this crazy dog," like "Is your dog crazier than Fluffy?"

Tavia 18:01

Yeah, who isn't used to being in a park off leash or like some sort of like, however, that could connect back to them to read that and go oh, that's so me. Yeah, it's so much more interesting than Fluffy and Jenny at their outdoor, you know, Philadelphia dogs session. It's like, Oh, nobody cares, like you said. But if instead you can find a story in that particular client situation, like they were nervous about how their dog would behave during the session, and you can talk about that. And, yeah, you can still share images from that particular session, but you turn it into a content piece about how your dog doesn't have to be like, perfectly trained to still get great images at their session.

Nicole 18:42

Yeah, no, absolutely. And I think you can also like you create this like main piece of content of like, what do I need to say in generally about dog behavior and photo sessions, and then we can start taking these pieces and repurposing them to the different areas. And as we repurpose them, we can call out different identities of pet owners. So like, hey, do you have a reactive dog? Boom ... here's for you, like, we can go to these locations that there's not other dogs, there's no distractions. Because as someone that used to own a reactive dog, it's a freaking nightmare to take them out of the house, because you just never know what's gonna happen. And then you go somewhere with other people. And there's, you know, the people out there that have their dogs off leash that are running up to my dog while they're yelling, it's OK, he's friendly. I'm like, mine is going to kill yours. Mine is not, um, you are not helping with my training

right now because she's lost her mind. But anyway, so you can start to pull that same piece of content, but talk to these specific types of owners with their specific concerns about a session.

Tavia 19:48

Yes, I love it so much. And, you know, I think that Nicole, you're on a great topic, like thinking about content ideas and like, OK, so you know, somebody listening to this is like, all right, I'm sold on this, like, I understand the benefit of it, but like, how do I come up with these content ideas? Like how am I coming up with things to write about if I'm going to be writing about something, you know, once a week or once a month, like what am I saying objections is definitely a great place to start, like, what is keeping people from hiring you. And it could even be like price, you could even create a piece that talks about the benefits of hiring a professional pet photographer who specializes in pet photography, and why that is beneficial over just a generalist family photographer, who's also going to take photos of your pets, and people start to understand. So it's like objections, but also benefits of hiring you specifically. And so once you start to dig in there and think of getting in the head of your ideal client and think, what else also are they interested in other than photography and pets, and like outside of specifically, the photography piece, so yes, you're a photographer. But there are things outside of photography that your ideal client wants to think about and learn about and hear about. So, for example, if you had, if your ideal client was someone with an older pet, could you create a blog post that has to do with how to holistically care for that aging pet, or like ways to exercise your aging pet, or that has nothing to do with photography, but it's still going to be something that your ideal client is going to see in their feed, or see that their friend shared or whatever, and it's going to speak to them, and then all of a sudden, they're on your website, clicking around on your blog, seeing your images, and somebody who has these concerns is likely also going to be your ideal client who is likely to hire you.

Nicole 21:45

Absolutely. And one of the other great things about this content marketing piece is sometimes you'll come up in Google Search, when people aren't searching photography, especially if you are going to do like a little series and maybe highlighting some other partner businesses or some businesses that you know, like that holistic veterinarian, or a specialty dog food store, or you know, a brewery or winery that is dog friendly. Whatever it is, wherever your target client is, you make a partnership with that store, interview them, highlight that store, talk about what a fun experience that is for you to do on the weekends with your dog. And then a. you have a new marketing partner that might be able to promote your business might be able to share, you know, you can do things in the future. But also when people search for like XYZ want XYZ winery, they're only going to have so many things that show up on that front page. And your blog post might be on that front page, probably lower but it'll still possibly be on that front page. And they'll be like, what? Pet-friendly? What, pet photographer? What? I can get pictures of me and my dog at a winery?

Tavia 23:03

So smart. There are so many opportunities there. And one of my favorite things to do too, is to make the blog post simple, interview that business and just get to learn more about them and

share that interview on your blog. Because guess what, they're also very likely to share that feature that you did of them on their blog, they're going to share that on their social media accounts. And that's just more of your ideal client that you get to be in front of and one of the things that I used to do for like midwives and doulas who also served my same ideal client is I would take pictures of their facility and just give them to them. Yeah, just to continue that relationship. I would take headshots of them, I would take pictures of their facility, I would include that in the blog post. And I would give that to them for them to use in their marketing like you guys, listen to me on this. People are not doing this, like ...

Nicole 23:52

No, no one is doing this.

Tavia 23:55

No one is doing this. And I mean, like I did it. I don't know if you did, Nicole might some people are doing but very few people are doing this. And it's so incredibly powerful for building these connections. It's like a double whammy. You're building these connections. And now you've got easy content for your blog. And like Nicole said, you might even show up for these searches. Like it's just a win win win. It takes a little effort. Really not that much.

Nicole 24:20

Yeah, for real. And then once you start like well actually, let me go back for a second. So some of the other content things I can think of is we talked about objections we talked about like what do people need to know prior so like how to choose a pet photographer what to look for, like why you, you know, why an album is such a special thing or highlight different products. Just how a session goes, why your in-person sales experience is so helpful, highlight and showcase like artwork that you hung in other people's homes, like all of these things, which can be on Instagram, it can ... again, it can be on YouTube. It can be on your blog, it can be anywhere that you want to be. And it just builds so much trust. And it increases that ... oh, that would be really fun to like, oh my gosh, I really need to do this because one of the biggest challenges as a pet photographer is we have no timeline. Unless the dog is older or sick, there is zero timeline, there is no birth, there is no due date. It is just like, oh, yeah, I should photograph my dog. Oh, my dog's eight months old. I've got like, 12 years to get that done.

Tavia 25:37

But you can also create content around like, if you have a puppy. Why you need to photograph your dog at different ages and stages like that could be content that you use to create urgency is like, why do you need to photograph your dog when they're a puppy? Why do you need to photograph them at age three? Why do you need to photograph them at age 10? Like, what kind of things can you think about even like, different seasons? I would it be good to photograph your dog in the fall versus the winter versus the spring? And different locations? Like, those are all things that you create content for that are valuable to your ideal client and help sell your product?

Nicole 26:11

Yeah, absolutely. So we start to create all this like bank of things, and we put it you know, whether it's a blog or a podcast or whatnot, then what do we do with it? Like? Because, you know, all right, I put all this effort into why you should photograph the puppy and the different stages. But ... but then what?

Tavia 26:28

Yes. OK. So this is the best part is because people are always talking about like, we're on this content hamster wheel, you know, as business owners, right? It's like, oh, we need to blog. And we need to post on social media. And we need to, and we need to do all of these different things, this blog post, can easily become your one point to create all of that other content. Because when you have a blog post about, you know, 10 Reasons Why You Should Photograph Your Puppy Before Age One, for example. Each of those points can become its own standalone Instagram post, one of those points could easily become a Facebook Live, or an Instagram Live. One to three of those points could become also a carousel post that now it's an Instagram, that's like point one, point 2, point 3 There are so many possibilities of like, how you can repurpose this, each of those points can become a real, like a short-form piece of content that you're like, reason number one you need to photograph have your pet professionally photographed before they turn one and then go to my blog to read the other nine reasons or other nine tips. And so you're constantly pointing people back to that blog post. But now you've created for yourself pieces of content for social media that are already done for you just by creating this one blog post.

Nicole 27:52

Oh my gosh, yes, yes. And just because you shared it once doesn't mean next year you can't share you're preparing for winter, or getting your winter photos done again, or you know, the puppy one, because that social media lifespan is so short. So we can definitely recycle all of that.

Tavia 28:11

Absolutely. And like partnering up with those people like for the pet-friendly bar that you're talking about, right? Go live with that person, that vendor, like go live with them and talk about the great things about like how they're pet friendly, why their pet friendly, why it's safe, and the benefits of bringing your dog like you're on live with them talking about that. That's another piece of content from that interview that you did with them. And if you're like, and hey, if you want to learn more about this, head over to my blog, we've got blah, blah, blah there for you. So instead of just doing the typical, I wrote a blog post, I'm posting that on Facebook one time with a click to see more in blog, you guys. People are not clicking to see your blog. No, no, like, that is very 2012 strategy that used to work when there were like seven people on Facebook. And it was a chronological feed, right. But now we really have to like tease and entice people to click off of platform and to go on to our blog. And so if you're sitting there going, link in bio, click blog to read more, people are not doing that. But if you're not using them and giving them you know, the first three steps, they want to go read the rest of the steps on your blog, you're giving them a reason to click over. Mm hmm.

Nicole 29:24

Absolutely. And one of the other great ways I can see using this content, once you put it together is I am a huge fan of a nurture sequence once people opt in, if you can get them to opt in which we'll talk about lead magnets in a second. But like if somebody new comes to your email list, what happens? You know, it's like do they just sit there and never really get an email or maybe get once a quarter email or just a sales email every now and again? Or can you put together like all right, I have this new person. What does the new person need to know to prepare for, you know, a session? And can you, you can automate all of these things, guys, all of the email marketing platforms, most of them are free up to maybe 1,000 subscribers, you can put together a welcome sequence that when somebody new comes on your list, they can get three, five emails spaced out over a couple of days or even a week each with these things that you've already created.

Tavia 30:28

And one little ninja thing that I like to do, and I think you could probably translate this to pet photography is in that very first email, I would ask them, are you currently pregnant? Are you planning to get pregnant? Are you done having babies? Because then I could customize that welcome sequence to be specific to their phase of life. So you can easily say, do you have a puppy? Are you not planning on getting more pets this year, like whatever the equivalent would be for pet photographers, because then the content that you're emailing them is very, very specific to their phase of life.

Nicole 31:00

That works really well, too, especially if like I do dogs and horses. So it can very much be a hey, do you, you know, are you a horse parent? Are you a dog parent? Or you know, do you have both kind of thing, and then you can segment them, which again, this is a higher level, if you guys are listening to this, you're like, oh, my gosh, Nicole, I can barely just think about wrapping my head around a blog post, you don't have to do all of these things now. This is just some higher level options for those of you that maybe have already implemented some things. You know, we start ratcheting it up a little bit over time.

Tavia 31:35

Yes. And I think that the starting point, though, is getting consistent with creating content. And getting into the habit of creating content. And that can be the biggest hurdle for people sometimes is really coming up with the ideas and actually writing it. And the thing about actually writing the content for me, I like to talk. And so I actually created ... this is another option for people that we haven't talked about yet. If you are like I don't know if I want to type I created a podcast with a doula in my city. And we just talked about like things going on in Oklahoma City that families would like to hear about that were kind of birth and baby related for people with younger families. So is there someone in your community, is there a, I don't know, veterinarian or another, somebody else who serves your same ideal client that you could partner up with and just host a podcast together and talk about pet things that are going on in your community.

Nicole 32:32

I don't have time for this in my life. But I 100% would love to do that. Could you imagine just have like, the Charlotte dogs podcast and it's hosted and created by me. But I just have on like a trainer in the dog food store you can have on all of your people that you want to partner with. And create this amazing little podcast, you can have rescues, you can have like a little highlight rescue over them. Oh my god, oh my god. I need to ...

Tavia 33:00

Do it.

Nicole 33:03

Podcasts are easy. And I do know someone guys that can help you get your podcast started. Just ask me in the Academy I'll fill you in. It's actually really, really easy. But um, oh my gosh, that is so good. And so brilliant. And I absolutely love it. OK, I want to shift gears a little bit.

Tavia 33:22

Sure.

Nicole 33:23

And talk about ideas for how to get people. So we're doing you know, all this content, we're sharing it out there. How do we get people actually like onto our email list? Or as a subscriber or like, you know, get that little not in a mean way, little hook into them to like come into my world?

Tavia 33:47

Yes. So I think that there are three different ways that when you're creating this content, you can get people onto your email list, I'm going to start with the very most simple, and that is to literally have something on your website on the blog post that they're reading that says, Hey, want to become an insider with Nicole Begley photography, click here, and I'll add you to my VIP List. You're not giving them a download, you're not giving them a freebie, you don't have to create any kind of funnel. It literally is just them saying yes, I want to learn more about your business.

Nicole 34:17

Yeah, please don't have it. Say subscribe to my newsletter. No one wants to subscribe to your newsletter, instead you're giving them the VIP. Yeah, that's much more exciting.

Tavia 34:27

Right? You get to be the first to know about specials or whatever you have going on in your business that is enticing. But that is a very simple way to get people onto your email list? Is that the most effective? Probably not the most effective, but it's better than having no opt-in whatsoever on this beautiful content that you're creating, right? And so that would be the first way. The second way would be to have like a core lead magnet that addresses the universal problem that most of your ideal clients are going to have. And that's something that you can put in every single blog post, you can embed it in between the paragraphs, you can have it be a pop-up, you can write about it specifically in the blog post, but it's, for me, it was nine, posing

tips to help new moms look their best in photos. And so I'm thinking about them, I know that my ideal client wants to look good in her photos. And so I'm giving her like my industry secrets, whether you hire me or not, here are some posing tips that are going to help you look the best in your photos.

Nicole 35:32

Which then also builds that -- what's the word -- authority for you? Because you're like, oh, look, I am the expert. I can teach you how to do these. You're building that trust that like, oh, if I hire Tavia, she is going to make sure I look good. Because she knows this other person down the street might not.

Tavia 35:50

Exactly. And so for pet photographers, it's like, OK, if you are a dog photographer, what are five tips that I need to know to take better photos of my dog of my, with my phone? Yeah, absolutely. Like, how can I get him to behave, sit, be still what kind of lighting is going to help my photo look better, simple things like that, that your ideal client, it's not replacing you as the photographer, because obviously that comes nowhere near to what you're going to create. But like Nicole said, it gives them a sense of like, OK, she really knows what she's talking about here, especially when they implement it and try your tips. And so ... I was just gonna wrap it up and say that's like the core, that would be the second one, which is just the core lead magnet that you have in all of your blog posts.

Nicole 36:32

Yes, I love that. I love that. And I have found because some people, I think they hear that like giving tips for people to take their phone with their phone. Isn't that going to make my services obsolete? Quite the contrary, I have found that people that hire me love to photograph their dog, they're hiring me because they love photos of their dog. So if we can help them take better photos with their phone, they're gonna be like, oh, man, this is great. But they're still gonna want those even better photos that we can create during the session.

Tavia 37:04

Yeah, absolutely.

Nicole 37:05

Just building the brand.

Tavia 37:06

And the next third way to get these people that are listening, or that are reading or listening to your content is a content-specific lead magnet. So let's say you do the 10 reasons that you need to photograph your puppy before age one. Can you give me some kind of download that's going to supplement that specific piece of content? Can you give me a checklist? Can you give me photo examples? Can you give me something that's quick and easy to digest that I'm going to find valuable, that's going to kind of take that post or that piece of content to the next level. So that works really well for popular pieces of content. Sometimes I'll go back and see what my

most viewed blog posts were, and things that are still getting traction, like maybe they're ranking on Google or they're on Pinterest, and they're getting traction. And I'll make a content specific lead magnet for that. Because if people are liking this topic, and they're reading it, they're very likely going to download that extra little piece of content.

Nicole 38:08

Yeah, oh my gosh, I love that. This has been so good. Oh, my brain is hurting. My head is spinning with all of the different things. I do want to do a shameless plug here for the Academy. Because if you guys are out there thinking like, oh, man, I do want to do that. But still the idea of coming up with this content, or getting started with things and it's just like, ah, just looking at blank screens, I just, I just can't do it. So Tavia here. I've been playing around with it a bit, but she has been diving in even deeper than I have, has been playing around with using AI to generate this content. Now Tavia let me know if your experience is about the same that I've been playing around with it. It is so fun and freaking awesome. Because I have the hardest time starting something, like if it's a blank screen, and I'm like, all right, 10 tips. What am I missing? Like, where do I even start the AI aspect of it, you can like put in a couple of things and it's going to give you these couple options for starting points. That makes it so much easier. So you can like without this, content marketing, ridiculously fast. And we're gonna have you in as a special guest in the Academy coming up here very soon to share these special tips.

Tavia 39:41

Man, it is so powerful. And it's incredible how smart the dang actually is.

Nicole 39:49

I mean, we've seen all the Hollywood movies, we know where this is going. But in the meantime, before it gets there, we should all take advantage of it.

Tavia 39:58

I mean, we might as well make our lives a little easier before robots take over. Right? Yeah, it's incredible how helpful it can be. But it's not like how helpful it can be in creating good quality content. Like it's not robotic sounding weird, like it's quality stuff, when you know how to use it. Because I've come across people who have tried to use AI to create content and, like, it just doesn't sound right, it doesn't come up with what I want it to come up with. There's definitely like a way to use the AI to make sure that you're getting what you need from it. But whenever you really figure that out, man, it is so powerful. And you can seriously crank out content, I would say five to 10 times as fast as trying to do on your own.

Nicole 40:39

Yeah. Oh my gosh, yeah, I love it.

Tavia 40:43

I'm very excited.

Nicole 40:44

I can't wait. I can't wait to dive into that with you. Because I'm a total nerd. And it's just me. And it's so helpful. It's like it gets you like 70 80% of the way there. And then yeah, you're still going to edit a little bit, you're still going to change it to be like really in your voice. But it's just an incredible tool. And yeah, I think ... I think we should all look at the opportunities to embrace that, because it's not going away. And even if it doesn't go away, why would you want to spend like 10 times as much time doing something that you can do so much faster, and so much easier that you can spend the time marketing your business, getting more clients and shooting and earning more. So make sure you're a member in the academy with us. Because when this goes live, we'll have a date. And we'll have a little we'll ... we'll ... we'll let you know when exactly we have this scheduled because we were just chatting about scheduling it yesterday. So we don't have an exact date yet, but it's coming. But anyway, oh my gosh, Tavia. This has been so good. Is there anything else to wrap up that you want to say just to encourage people that, you know, maybe listen to this, and they're like, oh, these are some great ideas. But you know, it happens to all of us, right? We listen to this, we're like, these are some great ideas. And then we just start going back to our normal, like our normal routine, these ideas go by the wayside. And then three months from now, we're like, man, I really, I need some more clients.

Tavia 42:12

Yeah, this is the thing that is going to work for your business and market it for you without you having to do so much, without you having to work so hard, because this content will live on on your blog forever on this piece of the internet that you own. So when people are searching for "pet photographer" in your area, you're more likely to come up, it's going to continue to work for you after you create it. Social media is great. And people love to talk about social media and how to use social media to find clients. But the average Instagram posts last, what, 24 hours before it's gone. It's like you, you create all you put all this time and energy into creating this, and it's gone. But with content that you create on a platform that you own, like your website that continues to work for you later. And so if you invest the time now, to create content, even if it's once a month, it doesn't have to be weekly, like, if you just create one piece of content every month ...

Nicole 43:10

Which is only 12 for the year ...

Tavia 43:13

Which literally you could do in two hours with the AI training that we're gonna like, you could do it so fast. And then you have this on your website continuing to work for you. And then when you're like, OK, I know my post is going to disappear in 24 hours, but I need to post on Instagram, you can go to your blog, pull out a snippet of something and post them on social media and you're done. So not only are you creating this blog content, but you're creating social media content, so that you don't have to think about and so it really is like the centerpiece of all of the digital marketing that you're going to be doing online and start small. You know, if you want to, like we just said create one blog post a month, start there before you like, Okay, I'm gonna do this, I'm gonna create something totally me. I'm gonna create something every single week and it's gonna be awesome. And then you like burn out after three weeks? Like just

instead go for once a month? See how it goes. And you can always add more from there. But, but keep it simple and easy on yourself. And don't overthink it. Don't try to make it perfect. Do the best that you can do and just continue to improve as you move forward.

Nicole 44:18

I love it. I love it. Oh my gosh. Tavia thank you so much for this conversation. I hope this got everybody's wheels spinning and I can't wait to see what kind of content you guys create. Tavia, let everybody know where they can find you online and where they should thank you for this incredible content. And where they can find you on the interwebs Oh yeah,

Tavia 44:38

thank you guys for listening until the end. So I have a podcast called from Better Half to Boss photography podcast, talks a lot about like marketing and strategies that I used to go full-time and retire my husband from his full-time job. And my favorite place to hang out is Instagram. You can just find me @TaviaRedburn.

Nicole 44:56

Perfect and yeah and that podcast is great for any genre I mean, a lot of these marketing principles work for, you know, no matter what you're photographing, whether it's babies, or puppies or anything in between. So definitely go give that a listen. And you guys might be able to find my episode that was on there, too. I had a great conversation with Tavia about my experience niching down into pet-specific photography. So go check it out. Tavia thanks again for being here. And everybody, we'll see you next week. Thanks for listening to the Hair of the Dog podcast. This was episode number 174. If you want to check out the show notes for access to any of the resources that we mentioned, simply go to www.hairofthedogacademy.com/ 174.

Voiceover 45:45

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