

00:00:00,"Hey everybody. Welcome back to the Hair of the Dog podcast. Today, marks day one of a six month journey down the coaching journals. Stay tuned and I'll tell you more about it. Welcome to the Hair of the Dog podcast. If you are a pet photographer ready to make more money and start living a life by your design, you've come to the right place."

00:00:21,"And now your host, pet photographer, travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody, welcome back to the Hair of the Dog podcast. I am your host, Nicole Begley, and I am really excited for this new series that we are gonna be hosting over the next six months. Once a month we're gonna be posting an update from the coaching journals."

00:00:44,"What are the coaching journals you ask? Well, the coaching journals are a part of Elevate that Heather wanted to get started to kind of test out. Basically what we have done here is a whole bunch of people applied. Christi Baker and Monica, oh Monica, I hope I don't butcher your last name here. Adalsteinsson are going to be the two recipients of the coaching journals."

00:01:10,"And I say recipients, I should say Guinea pigs. Here's what's happening and here's what they agreed to. They agreed to have an extra coaching call with Heather each month throughout their Elevate experience, a private one-to-one coaching call that could be made publicly available for all of you to listen to, to see what goes on inside of these coaching calls. And really what kind of support goes on inside of Elevate and in exchange for these bonus coaching calls,"

00:01:40,"it can be made publicly available. And they also need to report back with what is happening inside their business each and every week inside the Elevate Group so we can all follow along with these incredible goals and all their incredible actions and new beliefs and new great things happening for them and their business. So what you're gonna hear today is the very first coaching call that they had with Heather on this coaching call."

00:02:07,"They kind of go over what their goals are for the next six months and start to clarify what those first actions are going to be. And it's gonna be great. Two calls. I definitely recommend you listen to them because well that's what the podcast is this week. So right after I shut up here, we are gonna start to roll into those two podcast episodes."

00:02:28,"Or sorry, we're gonna roll into those two coaching calls. The first one will be Christi Baker and Christi is located outside of Atlanta, Christi Baker Photography. And then we are also going to go with Monica again. Monica, I'm sorry if I'm going to butcher this. Adalsteinsson is her last name and she's outside of Phoenix and she is the owner of Pup and Me Photo."

00:02:55,"You guys know Monica well from the 50 K club. She just did a bonus call inside the 50 K club for some really incredible things she's doing in her business that you might start to hear a little bit of here in these coaching journals. So anyway, without further ado, I will shut the heck up and let these coaching calls roll and yeah, enjoy."

00:03:18,"And you guys can follow along with the journey of these two photographers as they build their business over the next six months. We'll be posting their coaching call with Heather once a month here on the hair of the dog podcast. So enjoy. Okay, Christie, because this is our first call, let's set the stage. What is your goal for the next six months?"

00:03:41,"My goal for the next six months is to achieve at least 60 K in revenue. That would be a revenue goal. So 10 K a month. Yep. At least 30 clients I think would be the goal there. Let me go into my goals worksheet. Yeah. So that I was just gonna ask you, we have to make sure that the math makes sense."

00:04:03,"Yeah. So 30 clients on average at two K. Yeah. All right. And then let's see, where's my, how? Okay. Do, do, do. I would like to hit profitability. That's kind of an easy one to get there. How would you know when you hit that? My revenue was larger than my expenses. Alright, That's,"

00:04:24,"that's always a great goal to have, Right? Yeah. Background. Is it not currently like that? It is. I made a huge investment in terms of getting new equipment last year. So that was just, it's long term. So I mean the tax deduction was nice so Yeah. But those, now that you have that equipment, especially when you do it all at once,"

00:04:44,"that's not something that's going to occur very often. Correct? Yeah, Yeah. Correct. So it's not a big one. It was just a lot cuz I basically upgraded from like a consumer camera to pro. So it was a big step. Yeah. So when I'm looking at my overall profitability, I'm taking things like that and I'm looking at them more on a yearly basis like yeah."

00:05:05,"Did I, what were my expenses percentage wise based on my sales? Because like yeah, last month I bought two new computers, a new monitor, a new webcam, new lights, like all of the things and that that might mean I was not profitable that week or that month. Yeah. But I know that I can support those expenses because they're,"

00:05:26,"they're kind of a one-off. Yeah, yeah, yeah, yeah. They're more of an investment. Yes. And they take Right, they're long-term investments. Yes. More like a capital expenditure. Correct. Correct. So I've got that. And then basically I do have a goal of giving more than a thousand dollars or raising more than a thousand dollars for shelter organizations that I've already hit that for the year."

00:05:47,"Oh Check. Okay. And I would like to apply to attend a barkev next year. So that's like one of the big things for me in terms of a goal, like as I want to meet those financial goals. That's kind of the, a big one for me personally for like investing in myself. So. Okay. And so that's just a,"

00:06:08,"that's just a saving the money type thing? Oh Yeah, yeah, yeah. Okay. When is Barkov and why am I not invite? It'll, I think it's in 2024. I think it's supposed to be in like June or July. Yeah, I think so. I think so. Yeah. Yeah. Okay. My goal is to get there too,"

00:06:25,"except I don't wanna pay for it. Somebody telling

Nicole that's Can I a contractor? Yes. Yes. So fun. Okay, well that's like done. That's a year away. Oh Yeah, for sure. Yeah, You can absolutely hit that goal. Okay. That's not a problem. Okay. 30 clients in six months. Yeah. Is how many clients a month?"

00:06:46,"Gosh, what is that? 30 divided at five a month? Yeah, no, No that would be 155 times six. Sorry. Five times six. Oh 30. Yeah, you're right, you're right. Sorry. Five times six 30. Okay. What do, how many clients do you currently have per month on average? Generally somewhere in the neighborhood of two to three."

00:07:05,"Yeah, that's pretty much where I've been at. Oh, so you only need to add a few. Yeah, Just a couple. Is this, I just, I'm just asking is this too easy of a goal? I'm Just asking. I like could I get to like, would six be the ideal number? Yes. Like the stretch number for me would be six."

00:07:26,"Okay. Yeah. And And that's okay. And listen, making more money does not necessarily mean getting more clients. Like we could look at the pricing too. Yeah. Are you currently happy with your pricing? What are your current sales Generally? Averaging somewhere around 800 to a thousand. I've had some really good like \$1,800 sales So it can be done."

00:07:50,"So it can be done. Yeah. I think it's more about like some of the smaller ones have been like things that people have won. Right. And so you don't, you just kinda expect those to be smaller sometimes. But to me I would be really getting those clients that like are coming to me, they want the session, they love their dog and they're kind of like,"

00:08:09,"yes, yes. That's the answer is just yes. So that's really where I would like to get to. I'm pretty happy with my pricing as of right now. And pricing the math of the pricing supports two K or greater sales, correct? Yeah, It's about 1667 would be like the average I need to get to the revenue goal. Okay. Alright,"

00:08:31,"perfect. Okay. What do you think is an obstacle for you? And I'm getting inside my own head a lot. And then I think the other side like marketing is everybody's gonna say it and I'm gonna be honest. So that's hard. It's the hardest part for me. My, I have a background in finance, operations and analytics, the rest."

00:08:56,"So that stuff feels straightforward and it's like a happy place. It's a zone of genius and I'm cool there. So getting out and doing the marketing, investing in that is, is the harder part. And I think I've kind of broke it down into numbers of like how do I need to get there? But at like after this calendar contest ends, I'm a little like,"

00:09:15,"ah, like I wanna do these water sessions, how am I gonna market them? How am I gonna get the vo the word out to people on that cuz it's not gonna be a fundraising thing. So that to me has been a little, but Is there a difference in terms of getting the word out of fundraising versus non fundraising? I think people just tend to feel good when it's going to a charity

Organization."

00:09:37,"I think you tend to feel good. Yeah. I mean, yeah, I, I think it's just kind of more of like making the offer like Correct. Based in the place of finding those people. So Because listen, that's, those are the same thing. Yeah. It's just about making an offer. It's just one happens to be for the calendar contest."

00:09:58,"Yeah. And one happens to be for profit but they are the same thing until you have thoughts about what each one of those mean. Yeah, That's fair. That's Fair. So you think a lot of people not just, no, I'm not saying you Yeah. Think that oh it's a calendar contest. Or maybe if somebody won something, you know they think this is easy."

00:10:19,"Yeah. And then when I'm trying to sell this is hard. Yeah. But they're the same thing. You just have different thoughts about them. So what are, in your mind, is there a difference in that regard? Yeah, like definitely I would say I feel a difference in that in going to like sell to people. I always like am trying with that."

00:10:45,"I don't, I try not to just sit behind my computer. But yeah, I do think that it is a little bit different. Leveraging the size of some of the, some of the shelters that I worked with and the charity organizations I worked with is very helpful cuz their audience is so big. Right. So me but So when you were, when you were saying that,"

00:11:03,"when you said like I'm a little worried after the calendar contest of like how I'm gonna get people and you like made this like what am I gonna do? I'm thinking after the calendar contest you have, you've just increased your reach. Yeah. And I have, right? Yeah. So like I have the promo with like, hey if your dog dog didn't make it into the top 13,"

00:11:24,"if you wanna schedule a session with me, here is a special offer for you. Yes. Yes. We're selling there and then I've got, I'll have all 13 animals cuz they now have a one-eyed horse in there, which is awesome. It cannot get much better than that. No, that's amazing. So I have that and then obviously anybody who opts in for it to get kind of the code for the special offer will also go on my email list with that."

00:11:48,"So there is definitely the opportunity with kind of some of the SEO and email Yes. And all of that to get out there. I feel like I just don't want to depend on that. I think is like the hardest thing. I want to meet people, I want to get out there to network. Yeah. And like meet those people, meet them face-to-face."

00:12:04,"Because I do think that like when you meet someone it face-to-face, that's when I've had the best success of Course because it's been a relationship. Yeah. So that's where I like, I don't really love just like dropping into stuff and like inserting myself into things. And that's, I posted I think in the group last week that I saw like the, oh join a networking group."

00:12:26,"And I was like, that's actually a really genius idea cuz then it's like potentially also leaning, leading the way

towards not just private clients, maybe commercial work in the future. So I, I think that's one avenue that I want to take for interacting with people in a personal way that doesn't feel like I'm like, buy your used car over here. And I make that joke." 00:12:52, "And my dad is a used car salesman. Oh that's great. Okay. Well My dad's a car dealer. I guess so. And My guess is that he's like an awesome dude. Like there's nothing like creepy or sleazy, right? No, not at all. He's like the greatest person in the world and he literally could not come off that way even if he tried." 00:13:10, "Right. Right. He again, like I could take so many business lessons from him and I worked for, I worked for him when I was in college and so like a lot of that is very much like, oh yeah. Like, but you do have a permanent store, a physical location, people are gonna drive by you, you get awesome reach cuz you sit on the interstate." 00:13:28, "Right? Yeah. So kind of figuring out ways to make myself visible that are similar to that in the community that works for me. I think that's great. I think you have great ideas. I would just question the thought of inserting myself as like being a used car salesman. Right. Okay. First of all, you've just proven that that stereotype is not true." 00:13:49, "I know. Yeah. Which is funny. I feel, I actually feel badly for your dad because we give them such a bad name and use them in every example and it's just not fair. I know it's funny, he's he uses it as self-deprecating humor though. Yeah. Yeah. So I would never say it about it. Right, right, Right." 00:14:07, "Yeah. No it is true. Like I think and so many people sell like sell, right? Like and I know I, it's, I, I buy from people because I trust them. I trust brands. I'm a very brand affinity type person and it's more that like I have created a liking, they have something about them that makes them correct lead to me." 00:14:26, "So I just, I always wanna make sure that I'm portraying that to people and that it's not like I'm some awful photographer that's gonna like skip out on you and ditch out on our date and like all that stuff. So. Yeah. Well if that's not the type of person you are, then I wouldn't even waste one like ounce of brain power thinking that because it's not who you are." 00:14:46, "Like you're not gonna do that. So don't even like, and here's the thing, if the word, you have to tell me how you feel about this. Sometimes when we use the word selling, there's this ever so slight negative connotation to it. Yes. Because of the used car. Okay. But so we either have to clean up our thinking around the word selling or we have to change the word True." 00:15:14, "So you can start to think like, I'm just presenting people with an opportunity to create art using their pet. Yeah. They will love forever. So if that feels like more genuine to you, like I'm creating this opportunity rather than I'm trying to sell someone on something. Yeah. I would shift words matter. Yeah. And for some people, very," 00:15:43, "very, very few small minority of people, they can sort

of shift their thinking around the word selling. But I would say predominantly like a large, the, the larger percentage of people will still have this tiny little negative about selling. I'm selling something which means that I'm trying to convince or there's pressure or Yeah. Or there's like, I'm a fraud or I'm stealing or I don't know."

00:16:08,"It just, it can go Yeah. Really sideways in our minds just a word. So if you think like, no I'm just like excited to tell people about this opportunity. I have an amazing camera, I have a good eye for art, I'm gonna create this for you and, and like it's my responsibility Yeah. To communicate this opportunity. Yeah."

00:16:33,"Do you see that shift? Yeah, no, it truly like is it's an opportunity, it's helping people right. It with a problem they might not know that they have Right. Correct. The photos of their dogs on their phone. But what happens when they ever want to print something cuz it's gonna come out in a weird format. Or just feeling the joy from seeing like their dog in a,"

00:16:58,"in a beautiful large piece of art on their wall. Like it's just so fun. It's so beautiful and like makes it just feel good, you know? So I don't know if you remember in one of the trainings, I don't know if it was the belief chart, it might have been something else. I talk about selling a \$10 Mercedes and I said if you had a Mercedes and let's say for whatever reason you knew a guy who knew a guy and this Mercedes was like 50 or \$60,000,"

00:17:25,"but for whatever reason you were able to sell it for 10, would you keep that information to yourself? Or would you be telling everybody, you guys will not believe this. Yeah, I have a \$50,000 Mercedes. I can tell you for \$10. Like no catch. It's legit real. You. And let's say you had an endless supply of them,"

00:17:43,"you would never stop talking about it. You would be so vocal or better yet better yet the cure for cancer, if you had that. Yeah. Would You be telling people about it? Oh yeah, Of course. Because you believe it's important. True. That's very true. If you really believe in your product and service your art yourself, your client,"

00:18:09,"it's not hard to market. Yeah. You Would just tell everybody and you would find a way to insert yourself. Yes. Anywhere and everywhere to tell and yes, join the networking group. That's like an easy end cuz you joined. Yeah. But when you were saying a moment ago about like, I just don't wanna insert myself and you know, be selling,"

00:18:29,"I'm like Yeah you do. I know. Yeah. I think and that's where like my introverted nature is like let other people talk and I like, I love to do that cuz if they're like, oh yeah, I have a black lab and then I'll just ask them all sorts of questions and just let them know. Perfect. Right. Like, and so I,"

00:18:47,"I like that aspect of it. I think, I don't know, I've always just been like the quiet kind of person who listens more

so than speaks. So that's always just like, and I think I can play that to my advantage. Yes. That's a superpower. Yeah. And I like, it's just funny cuz my husband's like chatty Cathy, so I'm always like,"

00:19:07,"you do, like you introduce something or do that. And so like that's how I like try to kind of work, work that and not to use him. It's just that's our relationship, so. Right, Right. Yeah. I think that that's kind of, I like get a negative connotation when I think about like going out and networking and like trying to like sell myself."

00:19:26,"Okay. Rephrase it. You don't know where that came from, huh? Yeah. Rephrase. Well, because we have this negative connotation of selling, like it's a bad thing. Like we're trying to convince for sure. Or like, so just, I just remember like all the obnoxious people when in recruiting, when you were in high in college trying to get jobs,"

00:19:40,"you're like, oh, they're aggressive. Yeah. So how could you be excited and open without feeling aggressive and salesy? I think vi like just being myself. Totally. Anything and just communicate, tell people what I do. Ask questions and if they're interested, make an offer. Like that's absolutely. Just be really excited. Listen, when I was full-time in weddings,"

00:20:06,"I could spot an engagement ring from my Yeah. And I would beeline to anybody I saw with an engagement ring and I would say, oh my gosh, your ring is beautiful. Did you just get engaged? You know, like you would with a dog, like you have this dog or you see them somewhere or whatever. Do you have a dog?"

00:20:25,"Whatever the conversation is. And then I would just ask questions, do you have a date? Are you excited? Do you have a venue? And hey, listen, even if you're not looking for photographer, I have tons of ideas on my website for like, you know, DJs and floors and venues and stuff like, and color palettes and what to do with the fails and what if it rains."

00:20:44,"And just, and I was just so excited. I felt like it was my responsibility to tell every bride in western Pennsylvania to go look at my website just to help her plan her wedding. Yeah, totally. It was, I'm adding value a Resource. Yeah. Adding Pride. I'm a resource Resource you like, and also build trust and value in that and then more likely to become their photographer."

00:21:10,"Correct. So, and even if not, even if I was maybe not available or out of the budget, whatever, it was uncanny to me how often they would tell their friends to hire me. I would get a call. This happened all the time. Hey, my friend said, I need to hire you, you available for my date? Yes."

00:21:26,"Okay. I'd book this bride and I would say, oh, did I photograph your friend's wedding? And she'd be like, no, but she wanted you. And I loved that. That means even the person who didn't hire me is recommending me because I, because it was just like a person. Yeah. Just being a person. But I, but the point is,"

00:21:46,"and I never thought of myself as, I thought of myself as good at sales, but not salesy. Yeah. And not aggressive. Yeah.

Yeah. Excited, passionate sharing. And then just like presenting people with the opportunity to work with me. Yeah. Okay. So we have a minute left. Okay. When are you joining this network group?"

00:22:11,"I have it on my list of things to do to figure out which ones I like around the city and then to, to either go to an event to potentially sign up with one or sign up with one like next week or within the next two weeks. So. Okay, perfect. Before May, Yes. Here's what you need to do is put it on your calendar for this week or early next week."

00:22:33,"Give yourself 30 minutes or an hour to research them. Yep. And then just pick one and just go, because here's the thing, if it's not the right one, you'll figure it out pretty quickly and then you just move on to the next, like, who cares? Yeah. This is all about you taking action really quickly. This Absolutely. You should be in one."

00:22:52,"I mean, they might not have a meeting scheduled, but you should be in one and scheduled to go to a meeting like within the next few weeks. Yep. Yep. Cool. And then you're just gonna share, and you're gonna tell everybody how excited you are. Like, I'm, I, I would go on your behalf and I'd say, Hey,"

00:23:07,"this is my friend Christie. Did you guys know that pet photography is a thing? It's like a real thing. Like she takes photos of dogs, it makes incredible art. And if you have a dog, which everybody does, you absolutely need to hire her. Like, I want you to think almost like it's me selling you. Yeah. How would Heather go into this event talking about my services."

00:23:28,"That's fair. That's fair. I would be really excited. Yeah. And I wouldn't hold back. Okay. Because, because I would think I'm just like, it's my responsibility to offer the opportunity. That doesn't mean everybody's gonna take me up on it. That doesn't mean everybody's gonna understand it. You know, if you tell somebody pet photography like my dad,"

00:23:47,"if you told my dad pet photography, I mean, he knows it's a thing, but he'd be like, why would I pay for that? Like, it wouldn't make any sense to him. That's fine. Tell all your friends, tell all of your other friends that own dogs and Yeah. You know. All right. I'll check back in with you soon."

00:24:03,"Okay. All right, thanks. Thank you Heather. See you. Bye. Welcome Monica. This is super exciting. Tell me what your, just to get started, what your revenue goal is for the next six months. Yes. So, oh my gosh, the next six months, hold on, I gotta do, do my math real quick."

00:24:20,"So my goal is to do, so honestly after like the announcement, I'm like, maybe I should raise it. So my goal was 16,000 and a month. And so that would be, oh my gosh, 16 times six. That's 96, is that right? Yeah, \$96,000 in six months. 96. But like after, yeah, 96,000. But like after,"

00:24:45,"I think you, you were just talking to somebody else in one of the meetings and like you were like, oh yeah, but after taxes and like all this other stuff and I was like, oh Bill, okay, guess maybe I should bump up my, well this is sales, Right?"

This is 96 K in sales, which will Yeah, net you probably maybe 45 or 50 in take home."

00:25:08,"Yeah. Okay. That's good. I mean, ish, you know, it depends on your expenses, but that's a good, so maybe even more. But yeah, I mean still pr like My mind starts going, Yeah, it's just right. It's just how you approach it in your mind. So if 16,000 a month in sales would bring you in about 8,000 a month about into your personal bank account,"

00:25:35,"depending on your cost of good sold, your business expenses, all of those things, if it's any less than eight K, like then we need to just look at your percentages and make sure that everything's in line. Yeah. Felt good. Okay. In addition to that, what was, what is the goal for number of clients per month in this timeframe?"

00:26:00,"It is eight a month. Eight a month. Okay. Perfect. Yeah. So that's where we're starting. No, yeah, that's where we're heading. Yes. Where are we starting? What we, what were your sales last month? So last month, let me see here. So last month, sorry, I'm thinking I had, oh my goodness."

00:26:22,"I think I had made around five. Five or 6,000. Okay. Yeah. Okay, perfect. It's just good to know we're starting at yes 5K a month and we wanna add 10 to that. Yes. Approximately. Okay. Yeah. What are your thoughts or what are your plans? Just let's start brainstorming. Yes. So my plans right now,"

00:26:46,"I am next week launching my membership invite again. So I invite people to my membership. I don't know if I told you about this, I have this little membership or people pay me monthly. The prices are, you Actually haven't told me about it, but What, Yeah. But I am very, but I am familiar with it because I was talking with Anne and she's doing something similar and she mentioned you in Emmy's program and I'm,"

00:27:13,"I'm, I'm friends with Otomy, so I know, so I'm familiar. But yes. Okay. You Know. Yeah. For anybody Who's maybe watching this is just like, what does she mean? Membership? Like could you high level describe that? Yeah, so existing clients that I want to keep and want to see each year are invited to my exclusive club where they get a discount."

00:27:34,"We do little, yeah. They get like special perks and they get like priority scheduling so they don't have to schedule like a normal sales chat with me. They get to cut the line, they get priority scheduling, all of that stuff. So very fancy. It's very, and I get paid. Yes. And I get paid every month by my members."

00:27:53,"So How much is, how much are they paying per month? So right now my current members are paying anywhere between \$95 and \$130 a month. But that is going to be almost doubled for my invitees cuz my prices has gone have gone up. So my next round the lowest will be 1 65 a month. And does that, besides the bonuses, like all of the exclusivity,"

00:28:22,"does that money go towards anything? Or is that just strictly a membership fee That's just, well it's a membership fee. But then are you talking about like, do they get like print

credits and that you like Is Yeah. Is it applied to anything? Okay. Yeah. Yeah. So it, they get print credit, they get, that's really it."

00:28:41,"That's like my only real expense is like, they get a very small print credit too. It's like \$200. Oh okay. It's like very tiny. Which will be changing. Yeah. Which is Perfect next round. No, I, I mean if you wanna change it, but the reason I love print credit is because the value of a print credit is far greater than the actual cost for you of the print credit."

00:29:03,"So like a print credit of \$200 to a client might actually cost you 10. I mean it could be like, so the profit margin is really big on print. I love print credits, so that's fine. Yes. Okay, cool. Okay. How many members do you have Right now? I have 12. How did you get 12 members? How did you do this?"

00:29:29,"So like, I had a few like tactics and stuff. Like, so one thing I did that, like I went outside of like anime's normal box is like, I created a private, you know how like on Instagram stories you can create like a private like Yes. Just for friends. It's like that little green box. Yes. I, when I invite people and when they stay in the club,"

00:29:49,"I make that green, I add them to that friends group. And so like they feel extra special and they know like they're only saying this. So I make stories just for them. That's one, one tool that I use. But I think it's just like a lot of connection. Like a lot of them just wanted to support me, which is like amazing."

00:30:10,"So yeah. Okay. So 12 members. Now, what's the goal in terms of, give me the breakdown of how many, like is it eight clients a month you wanna be shooting? How many of those are members? Yeah. Are we also growing the membership? Like give me some data? Yes. So my, I would love to add an additional 10 members to this group."

00:30:34,"And really like, they, I feel like they, they only get like one session a a year. So it's like, it's not like a huge deal. You know, they, they cover them. So I would like to add an additional at least 10. So that would be what, like if they're buying them in a moment would be 165 times 10."

00:30:53,"That's doing pretty good. Yeah. There'd be an additional \$1,600. So to my monthly revenue. Yeah, yeah, yeah. I have my calculator in front of me at all times. Okay. Yes. So that's, those 10 new people would be at that new price of 1 65 a month. Yeah. So 1650. Yeah. And then I know the,"

00:31:18,"the 12 that you already have are, they're somewhere between 95 and one 30. Do you happen to know the number per month dollar-wise that those 12 members are bringing in recurring? Oh yes. Hold on. Let pull up my little bank account. Let me pull up. It's usually just curious. Oh my goodness. It's usually, I feel like it's around 1200,"

00:31:43,"but let just, but it's like so lovely the way, see because it, I have it on automatic recurring payment. Like they're, they don't have any other option like they have to opt. That's Great. Let's see. Come on honey. I feel like it's always

like 1265 or something. Like, it's like a odd number, you know what I mean?"

00:32:07,"Yeah, Yeah. Payments. Because what I'm, what I'm calculating here is like where are we, where do we wanna go and how are we going to increase Yeah. To get to 16 k Adding up my numbers right now. Okay, so it, is that right? Yeah, I guess that's right. I guess I overshot a little bit. It's \$1,164."

00:32:43,"Okay. Almost 1200. Yeah. Okay. So that's about, if you get 10 members at the new price, that would be about 2,800 recurring per month. Yeah. Okay. So then we would be talking about generating 13,000 a month from, from packages and clients, shooting clients, right? Yes. And does eight, what's your average sale right now?"

00:33:14,"Right now? So I just increased my prices. So like no one has purchased yet at the new rate. But generally people buy the middle or the top package, which is 1800 and then 2000. So I'm hoping my average sale will be around like 22 to 2,400, including like the session fee and all that. So 22 to 20, let's, let's conservatively if we said 22."

00:33:49,"Yeah. Yeah. Well yeah, 22 times eight would be over 16,000. Yes. But that then you would also have this additional 2,800 coming in from members. Yes. In my head I not count the membership money cause it's like that's already said and done, like they're coming in so, So you don't, yeah, you don't, what do you mean you don't count it?"

00:34:17,"Cuz I count it like In my head, like I know you count it but like I count it, I try not to see it as like, cause it's already set. Like they're already sold, they're already like, you know what I mean? Like it's just extra padding I guess. If that makes sense. Yeah, No, I mean that's great."

00:34:33,"It's coming in, but I mean it still counts. So like that actually takes some pressure off of, I mean, in theory you wouldn't need to do eight clients a month to hit your goal. Yeah. Isn't that lovely? It is funny how, like for anyone watching this, oh, I think what Monica's doing here is like playing this like mind jetta trick."

00:34:56,"Jetta mind trick on herself. Like, but it works like it's, it's like I'm, I'm a, I'm a ninja. No, I'm a Jedi. No, I'm, and my mind is telling me that this is extra money and this is, well yeah, that's fun. That makes it less pressure. Yeah, yeah, totally. Just Because of how you're thinking about it."

00:35:16,"Okay. Yeah. What Are you, what are you currently working on? So I'm working on a few things. So I'm working on relaunching the membership. So that's a big one. Inviting existing clients that I worked with over the fall and spring. Try to get them to sign up. Like, so my last sign up I was a little disappointed."

00:35:37,"Like the last round I did, I only had two people sign up. I was like, what the heck? This is a steal. So I am working on that. So yeah. Okay. So you have a thought. Yeah, no it's, you're right. It is a steal and I love that thinking that's like, okay, this is like the deal of a lifetime."

00:35:56, "Why isn't everybody doing this? But when it comes down to the math, if we get two people, that's fine. That's just data that tells us we need to send it to a larger group of people.

Yes. We need more eyeballs on it to increase the conversion rate. Yes. Yeah, that's a really good point. We are like, I feel like I'm so picky about who I invite to,"

00:36:18, "cause it's basically the people that like it went well, like they purchased, they, you know what I mean? Like they were a good client so I wanna like reward them with that. Oh, So you're, you're only, you're only inviting certain people. Yeah, I don't invite everybody. I only, yeah, so it's like super exclusive.

Okay."

00:36:38, "Cause I don't wanna invite like, I dunno like some of the people like it just wasn't a good fit. Right. And I just don't really want see them again and give them, Well I mean that's up you, but you could structure it in a way that's like you and you give this information to everyone but you only accept a certain number. Yes."

00:37:02, "Oh I like that. Okay. Because like I don't wanna just tell a handful of people about Elevate Monica. Great. You tell everybody. I Tell everybody now a lot of times people will self-select out so you don't Yeah. You have to evaluate what are the chances that someone's going to apply that I don't want to work with or isn't a good fit."

00:37:27, "Those chances are actually pretty low. But that doesn't even matter because even if that did happen, you just, you could say there's a limited number and you are not accepting new people. Yeah. Okay. I like that. Yeah, Because you need to get this in front of more people in order to increase the conversion. Yes. Yeah. That's for sure."

00:37:48, "Yeah. Yeah. Cuz I think last time I only invited like six people in my friend. So if you only invited six and you said two of those joined. Yeah, it's a Super high conversion rate. It is. Oh my god. Don't even keep me on conversion rates. My husband was like been giving me crap all the last month. I back to my hundred percent like conversion rate for sales and I'm just like,"

00:38:11, "this is so bad for my brain. Yeah. There's always gonna be a number of people that book in a number that don't. And a 30% conversion rate is really good. It's Huge. Yeah, it's Huge. So imagine if you put it in front of six people and 30% to purchase, then what if you put it in front of 12 people or I don't know,"

00:38:34, "48 people or a hundred people. Yeah. If you put it in front of a hundred people based on those numbers and they fluctuate and as the numbers go up, the conversion rate typically goes down. But even if it 30 people Yeah. Might want into your membership. Yeah. Yeah. We just need to get it in front of more people. And then you decide what you wanna do with it."

00:38:56, "You don't have to work with everyone. Yes. That's not a requirement. Yes. I'm writing this down. Yeah, that's good. More people, you need more eyes on it and you can still keep it feeling very exclusive because you can say it's a limited number

and you select who comes in and that's true. Yeah. Yeah. Because if I don't like two you're not in."

00:39:17,"Yeah, yeah. You're allowed to do that. You're the ceo. Yes. Okay. What is the goal for just getting more shoots throughout the month? How many do you have scheduled? Well, it's almost the end of the month. What do you have for the October? So next month. I actually just added this up last night. I should have wrote it down."

00:39:40,"So next month I have, so I, when I add up my clients, I don't add in my member clients cause like they're already paid for for new clients. Like new business. I have 1, 2, 3, hold on. Four. Five. Five. Okay. Five scheduled shooting next month. Excuse me. Six. Yes. Okay, so You only need two more."

00:40:07,"Six. Yeah. I only need two more. That's So easy. Yeah. How are you, how are you gonna, what's your plan? Two more is easy. So I, I'm a little stuck on that. So like I, I have a couple things. So I have a like giveaway going on right now. So I'm thinking about pulling a couple of those people and doing the wave session fee and like booking them in May or June to just try to fill those books."

00:40:35,"Yeah. So I've got that and I was doing like a special where I'm donating like a percentage of our session fee to a charity, but I don't think that's really like getting any traction, you know what I mean? In the sense of like getting bookings on the, on the calendar. So yeah, I think I'm gonna pick a few winners from,"

00:40:55,"from that giveaway. Okay. More than one. Yes, yes. Well there, there's a winner and then there are winners runners up. So that's fair. Yes. Are you taking care of that this week? Because it's last week of the month, so Yes. Yeah. I'm gonna announce the winner on, what was it? May 6th. Yeah,"

00:41:14,"May 6th. Cause I made up, I made up my own holiday about, I made, made up my own holiday cuz like I wanted something, cause like people celebrate dog mom day and like a lot of my clients don't identify as being a mom or female or any of those things. And there wasn't anything out there that's like gender inclusive and like I have meal clients too."

00:41:38,"Like Yes. You know, so I made Dog Guardian Day. I love it. Yes, I love it. And so like, people are all excited and entering for, I'm doing like a giveaway for that holiday, so I'm gonna announce it. The winners on that day, I love making things up, but I, I never thought to make up a holiday."

00:41:58,"So I think I be making up holidays for fun. Ok, that's Great. I did so much research on it, I was like, hold on. Yeah, you can, you can just make it ups. I love making rules and Regulations. Absolutely. Okay. So how do you, we just have a couple minutes left. How are you feeling about going into next month?"

00:42:19,"I'm feeling good. I'm feeling really good about next month just because like I do have so many solid bookings. I'm a little nervous about June. I have one person booked in June, so I'm like a little anxious about that. And I'm hoping that like by

doing these giveaways and that kind of stuff will help, you know, build my books for June."

00:42:39,"That's what I'm anxious about. Okay. Well that's definitely something to be focusing on because you know, we always say in marketing that like whatever's happening right now is a result of what we did three months ago. Yes. Yeah. So you have to be thinking about Yes, next month and then the, you know, the remainder of the summers. Like what am I doing now to cultivate relationships,"

00:43:03,"meet people, get them on my list so that I can get people scheduled in the summer. So yeah, you should definitely at this point be thinking about June, July and August for sure. Yes, I have an idea, but I'm like relying on a business, like work with me on it. So I'm, I'm creating another fundraiser. It's kind of similar to the calendar contest."

00:43:23,"Cause the calendar contest, cause the calendar contest got me like so much business and like so many people like who didn't win are now putting in inquiries, which is great. But I wanna do a fundraiser with, I work with a, like an ice cream shop and have like an art gallery in there and have people apply to have their art be displayed."

00:43:42,"Like I'll photograph them and prospect them essentially like make sure they wanna like pay for the photos and then, and then select clients based off of that. So I'm trying to get that to work out. They're not, they were the owner's super excited, but I can't get like the managers so like respond to me come on a lot. So I'm working on that."

00:44:03,"Cause I think that could get me potentially another 12 or 13 clients outta that. Like just that It possible or might it be more helpful for you to physically show up and like get some things scheduled with them. Because email and phone calls, people are always going to avoid those, you know, it's terrible. Yeah. But you know how people are."

00:44:24,"But if you show up like, hey, I'm here. Yeah, Let's get this scheduled and worked out. They, they sort of can't ignore you if you're physically there. That's a good point. Okay. So maybe put that on your schedule, like a s a P to just drop in. Just pop in. Yeah. Yeah, that sounds good."

00:44:46,"Okay, good. Perfect timing. Let me know what you need and I'll talk to you soon. Okay, sounds good. Thank you. See you. Bye. If you guys enjoyed those coaching journal calls, definitely keep checking back over the next six months because we'll be releasing one each month. And in the meantime you could also come join us inside of Elevate if you would like to have more coaching and support inside of your business."

00:45:11,"And not only will you get that additional coaching and support, but you can also keep up to date with each of the weekly updates that these girls are doing in their incredible business and cheer them along to their new found success. If you want more details on Elevate, just jump over to www.hairofthedogacademy.com/elevate and we would love to have you inside that program. Don't forget that that program does include

complimentary access to the hair of the Dog Academy while you're enrolled in Elevate too."

00:45:42,"So really it's a no-brainer. Jump over, check it out. Let us know if you have any questions and thanks for being with us. We'll see you next week. Thanks for listening to The Hair of the Dog podcast. This was episode number 192. If you wanna check out the show notes for access to any of the resources that we mentioned, simply go to www.hairofthedogacademy.com/"

00:46:02,"192. Thanks for listening to this episode of Hair of the Dog Podcast. 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.hairofthedogacademy.com. Thanks for being a part of this pet photography community."