

Heather and I are diving into all things email marketing today, and those biggest thoughts that keep most photographers stuck and not even getting started. And if they do well, stopping way before they're actually able to utilize this particular marketing strategy, which Heather and I both think is non-negotiable effectively. So stay tuned today, we are gonna dive into all of the details.

This is one marketing piece that should be in your marketing toolkit no matter where you are in your business, because it is the most effective way to communicate with your people and with your potential clients and manage new inquiries inside your business, hands down. So stay tuned. 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. Hey everybody. Welcome back to The Hair of the Dog podcast. I'm your host, Nicole Begley, again, joined by the ever lovely Heather Lahtinen. Hello Heather. Thank you for having me. Nicole, it is always a pleasure to be here with you talking about business and mindset and money and all of the fun things.

Oh My gosh, it's like my favorite ever. Yes. I actually, when I started this podcast, you guys we're over 200 episodes. What? When I started this, I'm like, oh, I'm definitely gonna do just solo episodes. Turns out they're not nearly as much fun. And I really like talking to people, especially my episodes with you because they are just so fun and so easy.

So fun. Thank You. We get so much great feedback from them. So we'll keep 'em coming guys, as long as you want 'em, of course. But anyway, today on the Hair of the Dog podcast with Nicole and Heather, we are talking about the unsubscribe. Don, Don Don, The email list. Okay, we should actually back up for just a second and say that we are both really,

really big believers in the power of starting and having an email marketing list like that is a non-negotiable in business. You need to have some sort of email lead magnet opt-in some reason for people to get on your email list. There are a ton of free options out there right now. I'm loving Flow desk, but there's of course MailChimp and all of the rest.

But it's important to start an email list before you even think you're ready because at some point in the future you will be so, so, so glad that you did. So if you haven't done so already, now is this is your sign, it's the time to start the list. But then something interesting happens to our psyche when we have this list,

and that's what we're talking about today, right? Nicole? Yes. And also I just wanted to do my 2 cents that I agree a hundred percent. Like when I talk to students of mine and they're like, oh, I'm posted, I'm not getting clients and this and that. I'm like, how often are you emailing? Oh, I don't have an email list.

I'm like, okay, do not pass. Go. Do not collect \$200 until you go do this. Like create the list because it is by far our most important business asset. And you

know, just having that conversation with people and trying to email, ideally, I think weekly or biweekly is ideal in a photography business. We actually have an email marketing course inside Hair of the Dog Academy that goes into the basics of it,

what to put in it, that kind of thing. So people hear this, and here's the first thought, oh my gosh, I never want to, like, I can't possibly do that many offers to my clients. Like they'll just see you so many offers, but they only see offers if you're only sending offers. And here's where most people go wrong on their email list is that they only send offers because they only send out email once a quarter or twice a year when they have a mini session or something and they're like,

well, I don't get it. Nobody booked. Like, well, how often are you engaging that list? Because here's the thing, people might not have even seen it. Open rates are not a metric that we can track reliably anymore due to privacy laws and things like that. So we don't actually know who's opening and not opening our emails. And so in our email,

our email inboxes are getting so much better at filtering out all the random things. I mean, you guys know how much email you get. It's insane. So I think there's a lot of thoughts here. The people are like climbing this mega email mountain against of like these just boulders of thoughts raining down on them. And they are never gonna get any traction with these thoughts because the thoughts are not good.

No, the thoughts are definitely not serving you. And you're right, you if you send out an email once per quarter, chances are people don't see it and then they don't reply. You have to be nurturing people or they don't even remember who you are. Well, that's a problem. How many times have you guys gotten like, you know, I see something,

I sign up for it, I get on somebody's list, and then I don't know, like six months later something pops in my inbox, I'm like, who the heck is this person that actually happened to me this morning and I just deleted it? And I was like, I don't believe I ever signed up for this, but I never check that box because I don't remember.

So I just, I unsubscribed, but I thought the same thing. I don't, if I don't hear from you, I mean, if I signed up it's because I was interested. And if I don't hear from you, well, I assume you're dead in a ditch. I guess I don't know what's happening. But if you are only making an offer or sending out an email like super randomly and it's,

it's an offer for either your sessions or something special you have coming up, it, it would not be surprising to me that you wouldn't get any traction from that because you need to nurture this list over time so that people hear from you, you know, I don't know what the current ratio is, but X number of times so that you become familiar and trustworthy.

And if they're considering a photo session, they think of you and they hire you.

But that doesn't mean that every email has an offer. However, I will say this, I was working with one of our elevators recently and she asked me specifically, how many emails should I send out with value versus an offer? And I said, well, they say things like eight to 10,

you know, eight to 10 value driven emails and then an offer. But that's really just an arbitrary number. My thoughts are periodically you make an offer, but I think every single email should have at the bottom in the footer as a PS whatever, a call to action. Oh, a hundred percent Book a session. Yes. Well, and it doesn't even always have to be that,

actually it probably should have that on there somewhere too. But the main call to action can also be like, Hey, you guys follow me on Instagram, come over and check it out. So like micro, micro calls to action. So with our emails, we've kind of already gotten off track, but this is all really good conversation. So there are,

you know, you're creating value in what you're sharing. So when you're figuring out what you're gonna send out to your people on your list, it's like, all right, who's my target market? What kind of things are they doing with their dog? What are they interested in? Are they interested in outdoor hiking? Are they interested restaurants? Are they interested in like high-end shopping?

Like who's your target client? How can we start to bring value to them? And part of the value, you guys, you're not gonna like this, but I say it all the time, part of the value is stories from you. Part of the value is letting them get to know you and, and then they're like getting a little peek into your world.

So maybe the story is like instead of saying, dear so-and-so, did you know that dogs can be like, I can photograph all sorts of dogs, even if you think your dog can't be photographed, blah, blah, blah, here's a before and after. Like, okay, like three outta 10, blah, whatever. But what if you took that same thing of like,

Hey, what's my goal here? I wanna let clients know that even their, their dog might be nuts. That we can still great, get great photos. Isn't it more engaging if you say start off with like, I don't know, some sort of story, like you're in the action, like we were like we were at the park and this dog was running around at the end of the leash,

like a whirling dirt ofish that you've never even seen. And so you're painting this picture of this action and people are gonna read this and start to be like, what's happening here? Yeah, that's my dog. We are Built on stories. Yes. The human brain loves stories. So can you, in your email, just start off in the midst of a story which then leads into,

yeah, this was, you know, and all this was taking place Saturday night at the session I was holding blah, blah, blah, blah. And you know, my client was like many of my other clients worried that they weren't gonna get great photos of their dog. But look, this is what we came out with. Put a photo that you created in there,

and then just a little call to action like, are you ready to create awesome photos

of your dog? Boom. You know, here's the call to action. Oh my gosh, you just wrote an, an entire email for people. Well, I know. So you could do the same kind of thing with like, you're hanging something on the wall.

What is it you're, you're unwrapping this new product that you're testing out. You know, this dog has to be on a leash. What do they need to know before they book their pet photography session? How are you different than the other pet photographers in your market? Like there is so much content that we can create. And if you're doing biweekly,

you guys, it's only 26 emails a year. And if you're sending these emails that aren't straight promos, you know the ones, these are the ones that are like, Hey, Saturday I'm having mini sessions and there's three left, bye bye bye. Like those are not the emails we need to be sending. Yeah, sometimes maybe once a quarter we're sending something like that.

And when we are and there's a promotion period, we're sending more than one, you guys we're sending a few so that people see them and actually book because there's a time limit and urgency and all that jazz. But anyway, Yeah, someone in Elevate told me recently that their email list wasn't working and I, I said, could you please define for me what that looks like isn't working?

Well, I haven't, I can't remember small but decent email list. I mean definitely less than a hundred. And she was like, I sent out an email and no one booked a replied. And I said, well, how, you know, how have you been nurturing? How many emails do? No, I mean I just sent out one email once and I said,

and that means your email list isn't working. Question you sent out one email once. Okay, you need to be willing to put in your reps with this. And to Nicole's point, what I like about this is like invite them into your journey as a photographer by saying like, the subject line could be, you guys won't believe what happened to this session.

Or you won't believe this dog. You know, and you describe the craziness and, and everything you had to wrangle in, but you still got these photos and it's so fun. And yeah, all of that. Or like you said, getting a new product or trying something like invite them into the journey, add value and just let people get to know you.

Like what if it was as simple as that? Yeah. What if it was, I actually want to back up a little bit, and since I've got the thought ninja on the line with us, I want to examine some common thoughts that people have that prevent them from starting email marketing, sending out emails, and then where they go when the unsubscribes happen.

Ooh. Well, I will say at the beginning people think I shouldn't bother starting an email list because I've only had a couple of clients. Mm. Or what am I gonna say? People aren't interested in what I have to say. There It is. Yeah. People already get so many emails, they don't want anything for me. I don't want to,

this is my favorite, favorite slash not favorite is when people say they, they

already get too many emails, but they wanted your email, Right? I'm like, you know what? We raised their hand for yours. So unless you're like just pulling a whole bunch of emails and spamming people, which I don't think any of us are. Like, they raised their hand and said,

I have enough crap. I want pictures of dogs. Yeah, they love it. How could you go wrong? Sending photos of puppies, cute photos. And you know, when somebody says to me, you know, well, I just don't wanna contribute to the email problem, the, you know, the email spam. Well, okay, don't send spam.

All right. A and then when they say, I don't wanna contribute, someone has too many emails, I'm like, so what? No, seriously. So what, what does, what, what does that matter? I don't understand what the point is to that statement. And are there not still emails like you guys, the amount of emails I receive is insanity.

There's some pretty gnarly filters on my said emails that I don't even see a lot of them because I get that many. So also, spoiler alert, if you email me and you never hear back, it's possible I didn't receive it. So like send it again or reach out to Liz at support at hair of the dog academy com. Anyway, but there are still some emails,

email newsletters. I will add that I have trained to go directly in my inbox because I wanna scan it. Oh, some of them are daily, you Guys. Oh wow. Really? Do you have any examples in particular? Well, one of those is the points guy, because you all know I love a little travel hacking and I love nothing more than flying my whole family business class for \$20.

Yeah. So yeah. Yeah, those I, I go through every day. There's a couple other email newsletters that I wanna scan whenever they hit my inbox because they bring me value, they help me do something even if I'm not reading one every day, sometimes I wanna scan it and then sometimes if I've been like on vacation and I'm like backed up in my inbox,

I just delete them. I maybe don't read those ones. But our email could be that for somebody, because again you guys, we aren't accountants, sorry to all the accountants out there like we are sending dog photo Stuff. I mean it's cute stuff. Like it's something that you wanna look at. There's one email that I read every single week, and it's from the author James Clear,

he wrote Atomic Habits, he has the best email on Planet Earth. It comes out on Thursdays. I look forward to it. I save it. I love those emails. So how do you know, like Nicole said that your email isn't one of those for someone, like I actually, oh this is so covert. Maybe I shouldn't share this. I subscribe to a ton of pet photographer emails.

Oh, like most of our people in Elevate and my one-on-one clients, I'm on their list and the first time I get on their list, it's always like, usually I'm testing it on their website, I'm testing their contact form, I'm looking on their website, but then I stay on their list and I reply to a lot of these emails and I'll say something like,

cute photos or great email or, or sometimes slightly more helpful comments like to our friend Anne Wagman recently. I said, Hey shorter, it was way too long. I said, you need to shorten this email. And she's like, oh gosh, you're probably right. So she did condense it a little bit. But I, I stay on these email newsletters because I wanna keep up with what they're doing and how often they're offering and adding value and then I can help maybe steer them in a direction that's more efficient or productive or whatever.

But I like to see what people were up to. And the reason I bring this up is because I'm on a ton of those lists yet I receive Very few emails, Very few, very few. Like I could probably list on one hand the number of photographers and I'm, I don't know how many, I'm on a lot, but there's probably less than five that email on a regular basis.

Isn't that interesting? It Is. It is. And you guys, there are so many different ways to come up with content. I think that's, I think that's probably one of the biggest roadblocks, especially now with chat G P T. Now I'm not telling chat to write these emails for you. I am saying, why don't you go to brainstorm,

Hey chat, I'm a pet photographer, this is the type of client I wanna attract. Can you give me some ideas for different types of things I include to my email newsletter and like start digging into for brainstorming? It's fantastic for brainstorming. It actually is very good to help writing if, if you train it appropriately. And by doing that, what I do is I go in and I say,

Hey, I would like you to help me write an email in a minute, but first I am going to upload two samples of my writing so you can see how I write. So it's not just spit out like robot language, it's going to actually take my writing and do that. So I do that and then I also say, what else do you need from me in order to write the best e emails or to come up with the best ideas or whatever it is you wanna come up with.

And then it'll tell you, I need to know a little bit more about your target market. I need to know this or that. I need to know what you want the call to action to be. And when you're able to give it that good information and examples, if you're having it right for you, you have to give it examples of writing you've done.

And then it will come out sounding a little bit more like you. And you're still gonna need to tweak it, but it's, it's 85%, 90% there. It's pretty darn good. So anyway, so that it has never been easier to have some consistent email content, seriously No excuses. And at the very least, you could go to chat g p t and say,

give me 26 ideas for email newsletter topics. You know, I'm a pet photographer, et cetera. Everything you said and there's your topics for a year. Yeah, a year's worth of email. Twice a month. Yeah. Like yeah. Or just go crazy and say 52, it could be weekly. Yeah. Yeah. 26 is 26 is every other week.

Oh, okay. I was thinking, yeah, every other week versus twice a month. Yeah, yeah, yeah. Slightly different. But yeah, you get the idea like you could, you could even

say 12 if you just wanted to send one a month or whatever that looks like for you. It can give you those ideas and then you can,

and some of them are gonna be great and some of them are gonna be like, yeah. And you just work it out. Okay. So if we can get past those two objections, the first is like, only have one person or two people just do it anyway. Just trust us. The second is content. Okay, we figured that out.

Let's talk about this phenomenon when people unsubscribe. Oh my gosh, what if you could take me back to maybe when you started your email list, did you have any thoughts around this? Yeah, I have thoughts. What were they? They're, we all have thoughts. I mean, I'm not gonna lie, you'd go in and you'd be like, I sent that email.

Let me go check my stats. Unsubscribe. There could be like four people or like, I don't know, 10%. So here's, let me, let me preface this with some industry standard rates. Okay, open rate, what is it, 20 to 30% is industry standard. And remember, open rates aren't totally accurate, accurate anymore. But generally it's going to be,

you can see if yours are kind of staying where they are going up and down. And you guys, so many pet photographers have open rates that are 40, 50% or even more. So we're blowing that out of the water. And the first mistake they make is they go to the gap of 40% open rate. That means 60% of the people didn't even see it.

Meanwhile, industry standard is 20 to 30% and you have a 40%, You're killing it. Killing it. Yes. So that's a, that's one rate to look at. The other is the click through rate. So if you have a call to action you want on industry average 1% of people will click that. Can you imagine 1%? Like it's a very small number.

Yeah. So we look at this not knowing this and we're like, dude, out of a hundred emails I sent only three people. Click the link. Dude, that's like three times what the actual rate should be. But we look at it as 97% of people didn't click the link and then we feel like poop. No, this is a true example of the gap and the gain at its most extreme because yeah,

you're right, those numbers seem like kind of crazy. Like 97% of people did not click it. I could see where you would feel like crap if you thought that, but if you knew that the industry standard was 1% and you were getting 3%, you would feel amazing because you would be focused on the gain. Very. Yeah, a hundred Percent.

Good example. Yep, a hundred percent. And then for unsubscribed it's like 0.01 or 0.1%. I forget. It's like a basically like a 10th of 1%. So it, it shouldn't be many and sometimes there's more, sometimes there's less. But we log in there all cause I didn't see these stats. And then we look at those first couple and we just totally gap it instead of gaining it and we're like,

this sucks. And then the piece theory says, don't, you see the unsubscribe and you say forget it. See that's why I don't send emails. This is stupid. I'm just gonna post on social. That's exactly what happens. And there are going to be people that

hear you say that that deny it. And I know that that's what they're thinking because I've seen it and I've heard it.

They've said it and I've been there. Yes. Yes. We have been there where you feel like you amp up your brain, you put all this pressure on yourself to create content. You you so much effort. You do it and then somebody unsubscribes and it feels like a stab in the gut. Like all that work, I did that for nothing.

Now this person unsubscribed and start to spin these tales, these stories that belong in a children's book. I mean, no, Not a children's book book children book be too much swearing. Too much Swearing. Yeah. Yeah. So be it. Yeah. A horror film. Like, I mean the way the thought spiral is like nobody wants to hire me.

I'm no good at this. See, nothing works. And we immediately, immediately catastrophize. And I think that the reason people do that is because they somehow feel not threatened, but like it's like a knock against them personally that this person unsubscribed. But what if their dog passed away? Yeah. What if they had two emails on your, their list and they were just cleaning it up for you?

Oh, so easy. Like yeah, you have to do That. I can't tell how many of you guys, I can tell you like actually I have probably 10 emails on my own email list. Cuz when we send something out, I have it like, yes, time seven. I'm like okay, this is ridiculous. And we know that many of you have multiple emails on this list.

So sometimes the unsubscribes are just someone saying like, okay, why am I getting three copies of the same email? Yes I go unsubscribe to of my emails. There are just so many reasons maybe. Yeah, maybe their dog passed away and it's just too painful to look at this right now. Maybe they've decided that pet photography's not for them. Guess what?

They're never gonna buy then Do you wanna still have them on your list and pay for them to be on your list When they decided like, I'm not really interested in this. Okay. Correct. Release them, let them go. Yeah. That is actually costing you money. Yeah. For someone to stay on your list that isn't interested is costing you money.

So what if when they unsubscribed you felt relief? Yeah. Like what would you need to think or believe in order to feel relieved when somebody unsubscribes? And I think it's probably some version of like, okay, they weren't interested, they're moving on now I don't have to pay for that or it's not contributing to the payment and I can almost guarantee you with,

with a fair amount of certainty that has nothing to do with the worth of your soul. Yeah. Like nothing. Yeah. Or Your ability as a photographer. A hundred percent not zero. Yeah. Yeah. My thought, my thought when that happens is, you know, if the time is right in the future they'll be back. That's right. And it's happened,

actually it's happened to both of us. People have unsubscribed from our list or actually pretty recently and then come back and said, oops, I just wasn't in the right place to hear that from you then. But I am now. And I'm like, okay, yeah, let's go. It's fine. But if you, the the issue with this, what's the problem with



this?

If you tell yourself a disempowering story, like I'm no good at this, this isn't working, whatever, you will be less likely to take action to create more emails to reach out to people because you will be feeling well disempowered or like nothing is working pointless. So you won't take action and then nothing will work. That's why it's dangerous. But if you think everything is working and people want,

what if, oh my gosh, here's an idea novel. What if you thought these people actually want to hear from me? Which They do because they signed up. What? And also the other thing that I look at too, cuz the other thing that I hear a lot is my list is only like 25 people. Okay, oh fine. What if you had 25 people in a room?

I love that. Like these are actual individual humans. They aren't robots yet humans, they are humans. So can we, can we look at that in that way And can we, can we create too from a place of what does my target client want to hear? What will help them become, you know, come a little bit closer to pep photography session?

What do they need to know before they book a session? What's the next steps they need to take? What do they need to know to choose me over somebody else or make a decision and find out somebody else is the right photographer, them, whatever. Like how do I help them get closer to the decision to finally book their photos for their dog?

And when you can start to change the focus from what do I need to make, like it's all about me, of like what am I gonna put together and what are they gonna think about me? What do I need to put out there that they're gonna, like what do I need to put out there that they're gonna think I'm smart or capable or whatever?

And instead start to look at it as what do they need to hear and order to like do what you wanna do. Which I know for most of you guys, for me, nothing makes me more sad than when somebody reaches out to me and says like, I need a session but I need it in the next couple weeks because you know, my dog doesn't have much time left.

And like it just, it just hurts my soul because I wish they could have had beautiful pictures when their dog was healthy and like the way they want to remember their dog. But now they've pushed it so far and those we know, I mean they're still beautiful pictures and they're still gonna be so thankful to have them. But that's not necessarily the dog they wanna remember.

They wanna remember their dog when their dog was still the dog they, they had for all those years before, you know, the sickness started to take over. So can you connect with that client, you know, and say what does that client need to hear in order to start to move forward to to release objections, to understand more about this process and then it's not about you.

And then it connects with people more. That is such an important point when it's about you, you're gonna get all tied up in your head and your anxiety and worry and you're going to hesitate and ruminate and do all of the things you shouldn't do. But when you make it about them and in service to them and their pet, everything,

everything changes in how you present yourself because you want to reach out to them and explain to them and get them to sort see and understand why this is so important.

It's all about outward focus of service. If you focus on servicing your client and you leave your ego at the door and stop worrying about yourself, it's not about you. You will be shocked at how things open up for you. It's not about me when I'm creating content for this podcast for Elevate, I am not thinking of myself. I am thinking how can I help these photographers get more clients,

grow their business, make more money, achieve the freedom they want? Whatever that looks like. How can I show up as my best self in order to serve them? And then I don't worry about me. I heard this actually once when it came to public speaking. So I, I, you know, I've spoken on stage a few times, I know you have as well and you are the most nervous when you are worried about you.

Oh a hundred percent How you look, how you sound. Am I gonna embarrass myself? But the minute you switch to service, like I'm here to help people and they actually really need to hear this, it wa listen, you might still be nervous but it certainly turns down the dial because you are focused on them. That is the key with everything and success and business is focused on your clients.

When you make it about you, you're just gonna come undone. Yeah. Done. Done. That's so good. Okay, back to these unsubscribes though. So somebody unsubscribes and your new thought is, this is working, this is all good, this is working, this is how it needs to happen. And the right people are in the right seats on the right bus at the right time and they need to hear this.

Also. Back to your 25 person analogy. I love that cuz if you had 25 or 50 or a hundred people in a room, you'd probably poop your pants. So you do have a lot of people that you can speak to. And you know what I always thought, this is what I always thought. 25 people that know me, they all know what,

you know, 5, 10, 15, like close friends. So let's say 10 for ease of math, 5 25 people. And they all had real 10 really good friends. Most of 'em had dogs. I basically know 250 people basically. And somebody's cousin is always getting a puppy, always like somebody knows somebody. So it's not even complete. It is about in service to the person on your list.

But what if they love you so much and then their cousin gets a puppy and they forward your email and they're like, Hey Melissa, you need to check out Nicole. She's been, I got on her email list and she does this beautiful work and you just got that puppy and you should like, that stuff does happen. Referrals from referrals that weren't even on your list.

And that's the power of this like ripple effect of that email list. It's bigger than you think is what I'm saying. Yeah. And then here's the other thing too with that email is that I know, I know so many of you guys think social media is the only marketing channel. And listen, I've said for a long time, like social media is the icing on your marketing cake.

It's great to have, but you need the cake. Like you need to be doing these other things too. But by creating this, the, the content for email marketing, you now have a ton of content for social media. You can take that same stuff you're talking about, repurpose it, recycle it, and use it again and again. And if you're taking that also the certain things you're writing can become a blog post.

Like, you know, if you're talking about the story of the wild dog and how here's what we created from the session, that becomes a blog post, then you can send people from social media to that blog post. So the bottom is like, hey, get more of this in your inbox. And they, they join your email list. You can also take that when somebody comes new on your email list that,

oh, this was a really good article that I wrote. Let's automatically send that to them, you know, on their day five of being on my list. So they can learn these couple things. Like what are the most important objections they need to overcome? Great, okay, welcome to my list. Here's what you can expect. And here's a couple things over the next few days.

Boop, boop, boop, here's an offer like, Oh my gosh, automated. What a brilliant point you make is that you're not just creating this content one and done, but you can mine it and repurpose it. And as you were saying that, I'm thinking, okay, back to chat g b t, if we asked for let's say 24, 12,

whatever, and it gave us those ideas, oh my gosh, in my mind, every single one of those ideas is an email, a blog post and a social media post with Many social media posts. Yes. Yes. Like that could all be you like, oh my gosh, what? What a great idea. And so you're, you're like,

you have intention with your efforts and focus and you're reusing it. That's just, that's just good marketing. That's good Thinking from an efficiency standpoint, productivity and how can I automate this? And then you might find that you get really excited about this. Like you might start to think, oh my gosh, this is actually really exciting that I can do this.

And then you are more inclined if you came at it from a place of service and excitement and I have all this content. Oh, I think you might take more action. Yeah, I think so. Oh my gosh, this has been so, so good. So we wanna know, what thoughts did you have about email marketing? What thought are you replacing it with?

Let us know on Instagram at Flourish Academy, it's Heather and at Nicole. Begley official is me. Would love to know what your new thoughts are around this. And if you would like some help with email marketing, we have a whole bunch of a whole email marketing course inside the hair of the dog academy. And then that is also always a focus inside elevate too hair of the dog academy.com/elevate.

If you want more information on that and we would love to help you just rock that email marketing cuz it's, it is a must have in our business. There is really very few things that I feel stronger about. Then we need to have email marketing and we

need to utilize it. Yeah, this is a non-negotiable. It is not optional for you.

If you want to have a business, you must have an email list. So go sign up for a free account today, wherever you would like and just make it happen. Love it. Awesome. Thanks for being here with us. We'll see you guys next week. Thanks for listening to The Hair of the Dog podcast. This was episode number 204.

If you wanna check out the show notes for access to any of the resources that we mentioned, simply go to [www.hairofthedogacademy.com/204](http://www.hairofthedogacademy.com/204). 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 episode. One last thing,

if you are ready to dive into more resources, head over to our website@[www.hairofthedogacademy.com](http://www.hairofthedogacademy.com). Thanks for being a part of this pet photography community.