



# My Story

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“Photography takes an instant out of time,  
altering life by holding it still.”

Dorothea Lange

We use story marketing - because that is how our brains work.  
They make connections when we paint a picture.

High School Newspaper class taught me to ask  
Who, What, Why, Where and When

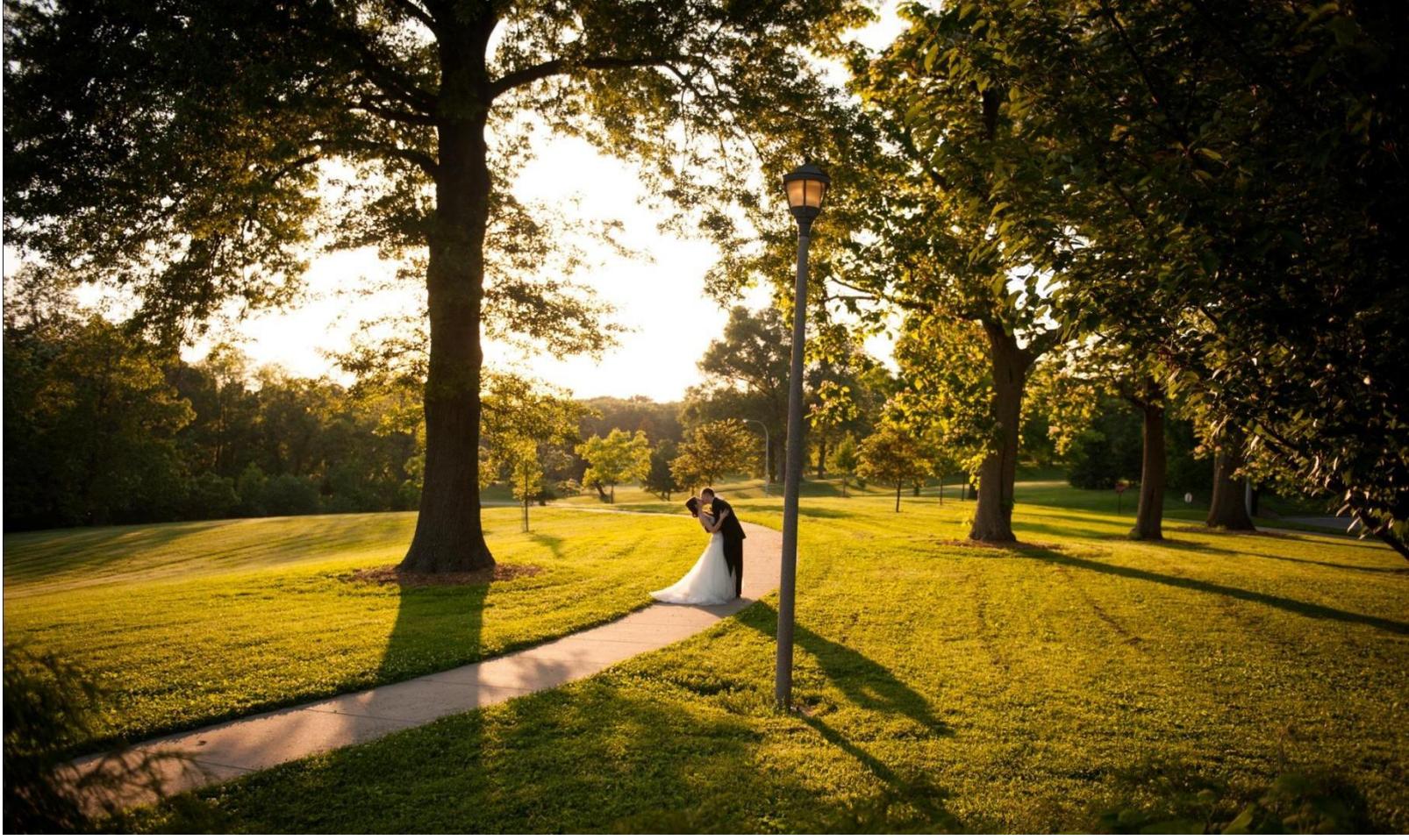
Focus on your why  
What is your unique selling point?

# What should it mean for your business?

How good are you at selling?

I often hear this in the back of my head - you can have the best widget/service but if no one has heard of you how do they know to find you?

Show what you want to sell



## How did you make your client feel?

"The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions." neurologist Donald Calne



# The Emotional Side

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to make someone buy we need to make them cry

“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

neurologist Donald Calne

People love to shop but they don't like to be sold to.

# Build your brand into a Lovemark

Your brand isn't just your logo – your brand is how your customer feels about your business!

# Your Brand



Your Brand **isn't just a logo** with carefully planned colors and fonts.

**Your Brand is how your clients FEEL about your business.**

For great examples please check out the book  
*Lovemarks: The Future Beyond Brands* by Kevin Roberts

# Your Brand



help shape what we want our clients to experience and feel

give them the words that we want them to use

Think about their experience start to finish.

Treat your customers like GOLD and they can't help but be cheerleaders for your business.

They can't help but talk about how you went the extra mile to personalize their experience.

# Your Brand



I love the following quote from— Maya Angelou

**“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”**

Shape their experience so they can't help but share about you and then make it so super easy for them to share!

Stories are seriously better than money. They spread quickly, organically and develop over time.

# Do I have to blog what I eat?

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we started our blog in February of 2007

people do want to hear your story

our cats became famous

People do business with people they like

And if all else fails post cute foster kitten or puppy photos!



# Selling



My favorite way that the blog has helped our business is selling.

Attract the right kinds of clients - they are ready to book and know your style and personality.

Stop being a commodity and be what makes your brand unique.

There is only one of you.

What you do and why you do it matters.



Create a desire! Sell without even thinking about it!

# Selling



Great content develops trust and authority.

What value are you giving to our clients?

Be a great person and invest in other companies and great services.

Are you Subaru and partner with animal shelters because you know your ideal client loves dogs?



# Inspiration Boards



## Cross-Promote other vendors

Help each other out and create great links and SEO. Help a bride find the perfect venue and the perfect photographer.







# Selling



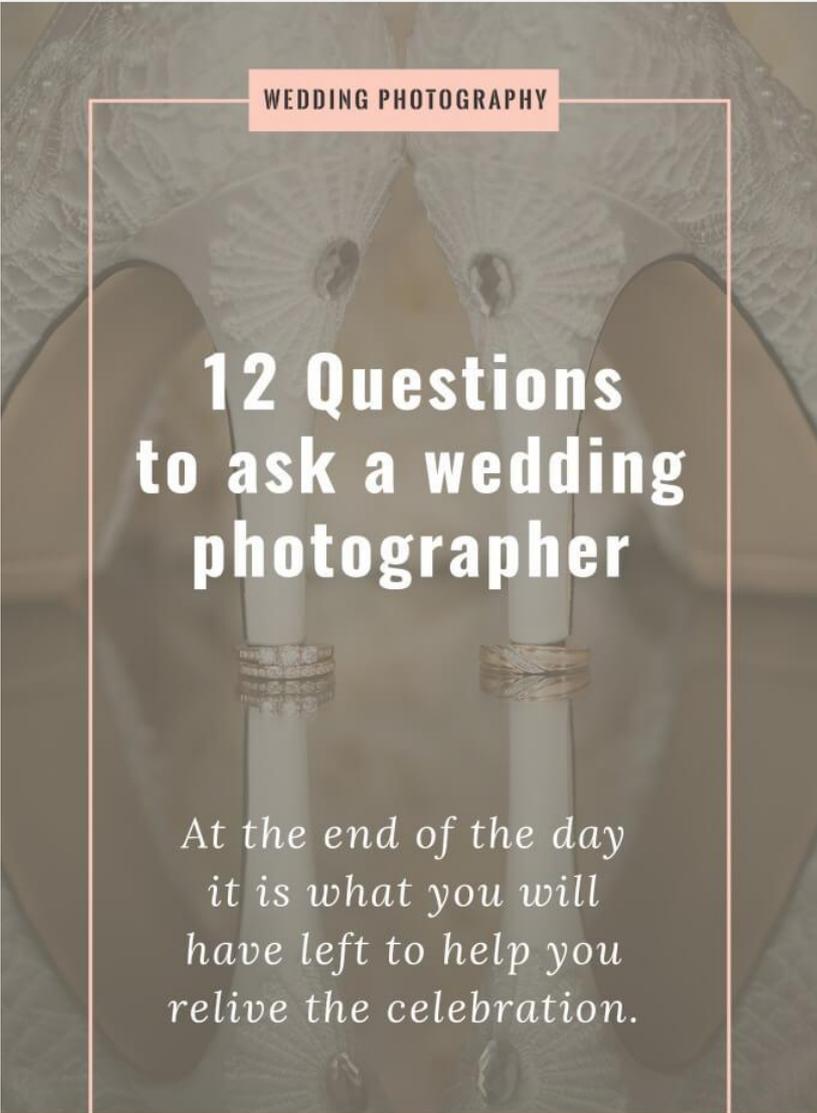
Who is consuming your content?

What can you help them with?

What problem can you help them solve?

Updated content means they will see your recent posts and  
“top of mind means tip of tongue”!

The human brain is wired to see patterns and connections.



WEDDING PHOTOGRAPHY

# 12 Questions to ask a wedding photographer

*At the end of the day  
it is what you will  
have left to help you  
relive the celebration.*

WWW.POTTINGERPHOTO.COM

Below is a list of photos that will help guide you in your selection of photos you choose to have captured during your wedding day. We strive to look for artistic locations and different ways to capture your event – so this list is a small sample of what will be taken that day. Our cameras are ready to catch the emotions that are happening. If you are looking for a more photojournalistic style of photography for your wedding, please keep your formal/posed list to a minimum to allow for a more candid approach. Depending on the amount of coverage you have selected and the time that you allow during the day, this list will may change considerably. We tailor every photo list to your schedule to best fit your needs. Please bring this list to your final consultation with your selections marked. Final consultations will be scheduled 3-4 weeks before your wedding.

Bride, Parents and Bridesmaids

- Bride alone
- Bride w/bridesmaids
- Bride w/maid of honor
- Bride w/each bridesmaid
- Bride w/flower girl
- Bride w/Mom
- Bride w/Dad
- Bride w/both parents
- Bride w/siblings
- Bride w/both parents and siblings
- Bride w/grandparents

Bride and Groom

- Bride and Groom full length
- Bride and Groom 3/4 length
- Bride and Groom close up
- Bride and Groom facing each other
- Bride and Groom kissing
- Bride and Groom ring shot
- Bride and Groom veil shot

Ceremony

- Guests signing guest book
- Mothers being seated
- Mothers lighting candles
- Bridal party entrance
- Bride being escorted by father
- Groom as he sees his bride
- Photos from back or balcony
- Unity candle lighting
- Special sections of the ceremony
- The first kiss
- Bride and Groom leaving the church

Groom, Parents and Groomsmen

- Groom alone
- Groom w/groomsmen
- Groom w/best man
- Groom w/each groomsmen
- Groom w/ringbearer
- Groom w/Mom
- Groom w/Dad
- Groom w/both parents
- Groom w/siblings
- Groom w/both parents and siblings
- Groom w/grandparents

Bride and Groom, Parents and Bridal Party

- Bride and Groom w/officiant
- Bride and Groom w/entire wedding party
- Bride and Groom w/flower girl and ringbearer
- Bride and Groom w/best man and maid of honor
- Bride and Groom w/both sets of parents
- Bride and Groom w/bride's family
- Bride and Groom w/groom's family

Reception

- The big entrance
- Bride and Groom toasting
- Bride and Groom cake cutting
- Bride and Groom dancing
- Bride and Dad dancing
- Groom and Mother dancing
- Wedding party dancing
- Guests dancing
- Bouquet toss
- Garter toss
- Kids dancing

Special Photo Requests:

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# Customer Experience

When is the last time you had a truly memorable - go out of their way experience?

How can you make your service super memorable?

Surprise and delight your customer

We show in our posts how we go out of our way to include their favorite details and personalize our service.

When we sell - we sell the invisible.







I knew from the beginning we had the best photographer in the world but getting this as a gift today puts her above the rest! This is the sweetest gift you could have given me Brenda. And thanks for making me cry haha! I don't think I will ever take it off!

# Tell Your Story

Having a blog is great way of telling your story.

Tom's Shoes CEO Blake Mycoskie reveals: *"I realize the importance of having a story today is what really separates companies. People don't just wear our shoes, they tell our story."*

What can be better than having your client sell your product or service directly to other consumers like them? It is powerful to connect emotionally with your audience. Show your service by telling a story. Show how you give back to your favorite charities.

# Tell Your Story

Long-term relationships with your ideal clients are best won with outstanding service.

We photograph their engagement session, wedding day, maternity and newborn sessions. Wow what an honor!

Need help knowing if your vision of your brand is what your clients are feeling? Ask them? Ask for a referral and see if it is in line with what you are trying to project about your brand.

Often I have found that our clients can say it way better than we ever could.

Testimonials can be so powerful!





*Pottinger*  
Photography

# The Key to Selling

The key to selling - is not selling!

Surprise, delight, fascinate and woo your clients!

Treat them like gold and help them become your biggest cheerleaders.

Become cheerleaders for other businesses and charities and they can't help but reciprocate the love.

Publish great content and show you are the authority on your subject.

Be helpful, solve problems and the more you give the more you receive.

# Thank You

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A big thank you to so many people that have inspired me and helped mentor me! I am always learning and growing!

For great books be sure to check out the following:

*Lovemarks: The Future Beyond Brands* by Kevin Roberts

*StoryJuice: How Ideas Spread and Brands Grow* by Lisa Johnson

*Contagious: Why Things Catch On* by Jonah Berger

*The Accidental Creative* and *Die Empty* by Todd Henry

# One Last Thought

*“When I feel like procrastinating I just picture someone else getting to my idea first. Works every time.”* Kathy Dealpra  
[www.bridalappeal.com](http://www.bridalappeal.com)

# Questions?

Any questions? Want to see more of our work? Check out our blog:

[www.pottingerphoto.com/blog](http://www.pottingerphoto.com/blog)

Do you have minute to review this awesome presentation?

<https://joind.in/event/wordcamp-cincinnati-2016>

