

The Monthly Mentor



Inside This Month's Issue

- **Rod Evans**— HS Senior Photog. & Facebook Guru
- What's all the BIG MOO about?
- Are you maximizing your email marketing campaigns?
- Need some extra cash?

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Josh Hudson
Publisher
josh@mystudiomentor.com

Jerry Guenser
Editor

Music on CD by:



THIS MONTH'S ISSUE

Volume II
-Issue 3

Facebook, Direct Mail, What Gets HS Seniors Through the Door?!

This month's issue features Sioux Falls, SD photographer Rod Evans! Not only does Rod create some amazing images for his clients, he is a master at viral marketing through Facebook!

Social media is vastly becoming a more viable way to market your business, but all the new technology can be confusing! Rod sheds some light on the Facebook marketing techniques that will get your work in front of thousands of prospective clients...mainly HS seniors!

Josh and I have implemented some of Rod's insights and are already seeing some amazing results! Sit back, relax, and take notes from Mr. Rod Evans!



The second part of the CD this month is a HS senior marketing roundtable between myself, Debbie my office manager of 20 years, and my son Josh! We discuss our HS senior marketing plans for 2010 and how we are going to implement the Facebook model concept into it! We also discuss direct mail and why it may not be as effective for some studios out there. Many of our questions regarding social media, direct mail, and how to compile a killer mailing list will be answered!

Thank you to all The Monthly Mentor Members, we hope you enjoy this month's issue!

Bruce

Featured Product: Used Camera Buyer!



I met the owner of this company at WPPI last and I must tell you, they are the real deal! Terri and I had a ton of old film equipment laying around the studio, so we decided to get a quote from UCB. The result was us selling a few cameras and lenses for about \$4,800! No joke! I thought this stuff was worth about as much as a boat anchor! They also buy used digital equipment!

So, if you're looking to offload some of your older equipment, check these guys out! Below is some copy from their website www.usedcamerabuyer.com!- Bruce

Free Shipping... No Haggling... & Free Instant Quotes!!!

When it's time to sell your camera gear, nobody makes it easier than UCB. We make our best offer up front, right out of the gate, so you know you're getting top-dollar for your used camera equipment. Since 2002, we've helped Professional Photographers, Studios, and Hobbyists alike keep pace with their ever changing photographic equipment needs.

It couldn't be easier!

We offer Free No-Obligation Instant Quotes for your used equipment. Upon your approval, simply pack your equipment, ship it to us FREE, and we'll promptly mail you a payment.



Feature Book: The BIG Moo! The Group of 33 Edited by Seth Godin

This book is a great little read! Basically, it is a collection of 33 business and marketing minds, all of them are very well known in the business community. It is filled with inspirational stories and how you, too, can be remarkable! This is actually the entire theme of the book—"Stop trying to be perfect and start being remarkable!" I think sometimes all of us get hung up on the little things in life and in business, and this keeps us from really accomplishing what we set out to do. How many of us have marketing ideas, sales ideas, just ideas in general and we never move on them? Why is that? This book addresses many of your concerns and gives you the tools to overcome them.

One of my favorite chapters is called "But" or "And!" It starts off by saying, "How often do you say yes, then but? At Sarah Lee (one of the world's largest food companies) the top people walk around wearing [white BUT] buttons with a big black slash through them. This prohibits anyone from saying the word but." It's all about your attitude and your thinking. How many of you out there want to have a studio newsletter? What's stopping you? It's that darn BUT!

The BIG Moo was edited by Seth Godin. You may have read his other book, The Purple Cow. Seth did a great job of compiling real world business scenarios that every company, large or small, can relate to. The book is only about 170 pages and is a very easy and fun read! Check it out!

I'll leave you with the copy from the back of the book; I think it sums up why you should read this and get inspired to be remarkable!

Josh

Remarkable is...

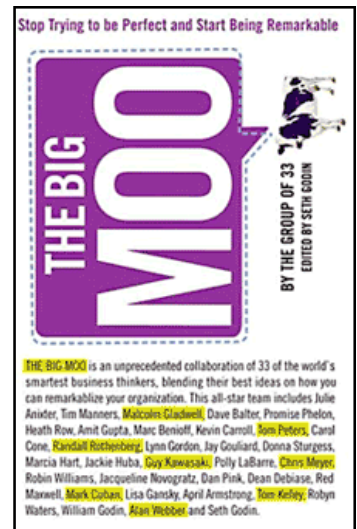
- Remarkable is being unafraid to stand out
- Remarkable is having a fire in your belly and an idea that won't quit
- Remarkable is telling the truth, always
- Remarkable is knowing that a risky idea might fail, but a boring idea will definitely fail
- Remarkable is failing often and then trying again
- Remarkable is more doing and less planning. More testing and less waiting. More dreaming and less sleeping.
- Remarkable is when you stand for something and make it happen and change the world- or your business or your life- along the way
- Remarkable isn't up to you. Remarkable is in the eye of the customer. If your customer decides something you do is worth remarking on, then, by definition, it's remarkable!

Maximizing Your Email Marketing Campaigns!

By: Josh Hudson

Email marketing is one of those tools that have revolutionized the way businesses connect with their customers. It's cheap, on-demand, and can be extremely effective! However, many of our **Monthly Mentor Members** have expressed to me that email marketing (or their e-newsletters) just aren't as effective as they used to be. Here are a few reasons why I think that is:

- 1. We're in a recession!** Not to use this as an excuse, but people just aren't parting with their dollars as much right now, especially at the high-end of the market. I read in the Wall Street Journal a few weeks ago that sales at Tiffany's are down 65%.
- 2. Poor copywriting and no effective offer.** It might simply come down to this—the copy is boring! I know that sounds harsh, but think of yourself as a consumer. How many email marketing pieces do you receive in your inbox? Now, how many do you open? Lastly, how many offers do you take action on from those emails? Your e-newsletter has to be something that people are going to be entertained with, not just sold an offer. One rule of thumb on this—"Personalize, don't commercialize!" Make your e-newsletter fun and informative, and you'll see your conversion ratio go up. Also, research copywriting techniques and buy the book **The ULTIMATE Sales Letter** By Dan Kennedy. His formula will help you tremendously!
- 3. No tracking ability.** If you're email marketing and you don't have any sort of tracking capability, you're leaving-



flyer and embedded the PDF within the email. Anyone who clicked on the offer was sent a complete wedding packet and a copy of the referral letter as well! Well, we booked one wedding from it! Pretty good return on investment, if you ask me!

Tips for Making it Successful!

With today's market place, you have to raise the bar with your service, your products, and your marketing! Making the most of your e-blasts through follow-up can really make a difference. Yes, it does take some extra time and a little bit of money, but what's the alternative?

Here are my suggestions for making this style of follow-up successful:

- **Be Diligent and Pro-Active!** You have to get this stuff out quickly—I recommend within a few days of sending an e-blast. That way it is fresh in your prospect's mind!
- **Remind Them!** Be sure to remind them that they showed interest in this from your last e-blast and you're offering them some more information about it! It's all about connecting the dots!
- **Target, Target, Target!** The more specific you are in your marketing, the better results you will have!
- **Have Fun!** No one said this marketing stuff has to be boring! Always try to incorporate your personality into every letter, piece, or e-blast! Gold Member Robin Spencer has this down—great job, Robin, you crazy Canadian!
- **Embed Links and Drive Prospects.** If you're not using your e-blasts to drive prospects to your website, Facebook page, or to your blog, you are missing out big time! The days (at least right now) of sending an e-blast and having the phone ring off the hook are few and far between. Use other forms of marketing combined with your e-blasts to get people interested in you and your photography. It's almost like self lead generation!

I hope I've given you some insights into what we are doing right now to get the phone to ring. Try this method of follow-up from your e-blasts; you'll be amazed how many more people you convert into clients from an email marketing campaign!

Take care,

Josh Hudson

Enhance YOUR Monthly Mentor Membership on Facebook and Twitter!

If you haven't joined our network of Fans and Followers, you're missing out! Become a Fan on Facebook by searching for: www.mystudiomentor.com and find us on Twitter by going to www.twitter.com/mystudiomentor!

Stay up to date with what is going at www.mystudiomentor.com by receiving daily updates about Daily Mentor Minute Blog postings; know what new articles are posted in the Member's Only Area, when the NEW Image of the Week is up, and more!

Every Monday we post a new discussion topic on the Facebook Page and every Tuesday Bruce chirps his "Tweets of Wisdom" on Twitter!

twitter

Be part of our online network—we'd love to have you!

facebook

Questions or comments?

800-952-6609 or email at josh@mystudiomentor.com

bruce@mystudiomentor.com