

Week of:



Meeting Mondays	Talking Tuesdays	Work It Wednesdays	Thankful Thursdays	Fun Fridays
Plan one coffee/lunch for this week:	Text five people a personal message:	Email Newsletter:	Write five Thank You notes:	Pick one business that you can deliver a surprise to:
 Past Clients Potential Clients Professional Network 	 Hey, you crossed my mind just now and I wanted to say hi. (provide a specific moment/memory why you thought of them, or a compliment). How are you doing? I follow up with additional questions, ask how I can support them, pray for them, who could I connect them to help them reach their goal professionally or financially, etc? Want to elevate your communication? Instead of a text, send a short (60 seconds or less) personal video message. 	 Email everyone in your database. Create emails they want to read. In addition to 'an ask' like announcing a new product you're selling, upcoming, mini sessions, etc, some other ideas of things to include Photo Related- Tips for taking better pics on their phone, ideas on what to wear, make-up to avoid for photos, favorite places, to shop. Share local activities/events that would interest your ideal client Client spotlight- share pics and info about someone you recently photographed 	 Professional and/or personal Clients who had sessions/placed orders Someone who helped you Business who gave great service Recognizing a community volunteer Fellow photographer or vendor 	 Donuts, bagels, cookies, etc. Holiday goodies from the Dollar Tree Get creative giver a pair of sunglasses with a note that says 'keep shining your light so bright that everyone around you will need a pair of these."

Week of:



Meeting Mondays	Talking Tuesdays	Work It Wednesdays	Thankful Thursdays	Fun Fridays
Plan one meeting with a non-profit you'd like to learn more about this week:	Call three people:	Plan social media posts for the next 30 days:	Write five Just Because notes:	Choose five local clients to hand deliver a surprise to:
Learn more about the organization, upcoming events they have, if there is a need for a photographer and how you can help them.	Anyone that comes to mind. If they don't answer, leave a voice mail that explains WHY you wanted to call. It's not about asking for something. It is merely to brighten their day. Friends Family Clients Professional Network School teachers/staff/admin	 You don't have to post every day. Schedule one post a week if you're overwhelmed or don't have enough content. Feel free to post one (or more) every day. Posting regularly is not a magic pill for producing new clients. Use Later, Planoly, or schedule directly in the social media app so they will automatically post. 	 Anyone that comes to mind. Everyone enjoys fun mail and being remembered Friends Family Clients Professional Network School teachers/staff/admin 	 Lucky Charms(include picture) Free print from their recent session Gift certificate to cover session fee Home baked goods





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Business Collaborations:	Text five people a personal message:	Ask five people for Google Reviews:	Write five Greatness notes:	Silent Auctions:
Think about businesses you could partner with. For instance, if you notice your orthodontist's office could use updated headshots, send them an email and offer to gift a new headshot for the orthodontist at no charge. (If they want their whole staff updated, awesome now you also have a paying client). Build the relationship. SERVE before ASKING. After complimentary headshot, then discuss how you might be able to work together to serve their clients better. You could offer a \$200 gift card for them to give to each person as a gift when they get their braces off so they can capture their beautiful new smile. When you're priced profitably, a \$200 gift card is generous AND you still will be generating substantial income from new leads received from the collaboration. Orthodontist, optometrist, boutique stores, realtors, floral shops (before prom), prom dress stores, etc	 Hey, you crossed my mind just now and I wanted to say hi. (provide a specific moment/memory why you thought of them, or a compliment). How are you doing? I follow up with additional questions, ask how I can support them, pray for them, who could I connect them to help them reach their goal professionally or financially, etc? Want to elevate your communication? Instead of a text, send a short (60 seconds or less) personal video message. 	 Send a short video message to 5 recent clients asking them if they'd help you out by leaving a google review. After they say yes, send the direct link so it's as easy as possible for them to complete. Don't ask 20 people for reviews at the same time. Space them out. Google likes to see reviews coming in regularly and not a whole bunch all at once. 	• I wanted to send a short note to say how much I admire you. You are impacting those around you with your generosity and commitment to our community. The greatness I see in you is strength, compassion, love and generosity. Thanks for being a bright spot in this world. I'm grateful to know you.	 Pick a local non-profit and offer them a gift certificate for an upcoming event/fundraiser.





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Join a networking group:	Call three people:	Video message five past clients:	Write five Celebration notes:	Reach out to three local high schools:
 So many options for networking groups BNI, Master Networks, Chamber of Commerce, Women's League, One Million Cups, Rising Tide. The relationships I've built through networking groups has generated income, strengthened my business mindset and created great friendships, some which have turned into joint business ventures outside of my photography business. 	 Anyone that comes to mind. If they don't answer, leave a voice mail that explains WHY you wanted to call. It's not about asking for something. It is merely to brighten their day. Friends Family Clients Professional Network School teachers/staff/admin 	 Show new product Give them first dibs at newest mini session date Ask them to be a model for a new outfit you have for your styled closet or test out new location 4 years after high school graduation, reach out to congratulate them on a college graduate and assume they'd like cap and gown pics for their college grad. 	 Birthdays, Anniversaries New job, new spouse, new baby, etc. High school athlete went to state, won an award, accepted into National Honor Society, lead role in a play, etc. College Acceptance 	Ask to speak to the yearbook advisor. Offer to come into the school and help the students take better pictures. You're giving back while being in front of your target audience and being seen as 'THE' person to come to for pics.



Heather

YOUR HYPE GIRL & BUSINESS COACH

My name is Heather, I'm a single mama to 3 college boys. When life gave me lemons, once a stay-at-home mama, I started my photography business thanks to a friend who believed in me before I believed in myself.

I have since created a business that allows me the time and energy to serve and love my clients, family, and friends in the best possible way.

I have a passion for empowering female entrepreneurs to design their businesses in a way that allows them the freedom, flexibility, and fulfillment to spend more time with those they love doing what they enjoy.

While I do some 1:1 and group intensive coaching virtually, most of what I do is at in-person retreats and events around the world. So if you want to expand your impact, and crave more guilt-free adventure in your life you, my friend, are in the right spot!

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