



SPRING PHOTOGRAPHY CLIENT

SCAVENGER HUNT

5 Days to Finding New Portrait Clients

April 7 - 11, 2025
12-1 Central Daily

Each Day Meet At:
FindPhotoClients.com

PRESENTED BY


PHOTOGRAPHY
BUSINESS
INSTITUTE





SPRING PHOTOGRAPHY CLIENT



SCAVENGER HUNT

5 Days to Finding New Portrait Clients



I opened my first photography studio just 2 weeks BEFORE September 11, 2001. And a few short years later, the Professional Photographers of America named it one of the most profitable in the entire country! Oh, and I did it all with 3 babies under my feet, in a cornfield town in Central Illinois. So if I can do it, YOU CAN TOO!! This Scavenger Hunt is about finding photography clients no matter what the economy looks like--even if it's really uncertain. So whether you're stuck in a job you need to say goodbye to, a parent who wants a career that protects your family financially, or just someone who loves their clients and wants more... you're in the right spot!

At the **Photography Business Institute** We Are Different Than Business or Photography Schools. Here's How:

1

We Prioritize Family First

You don't have to choose between your family and your photography business. Our virtual courses are built so you can prioritize both.

2

We Provide Live Coaching & Interactive Assignments

We believe in guiding you through every step of the learning journey. Our communities are active, supportive and always ready to help. You're never alone in your journey.

3

We Love Making Money AND Making an Impact

We believe that success extends beyond just financial gain; It's also about making a positive impact. Last year, our students collectively earned over \$8 million and donated over \$250,000 to charities in their communities.

PRESENTED BY



SPRING PHOTOGRAPHY CLIENT SCAVENGER HUNT

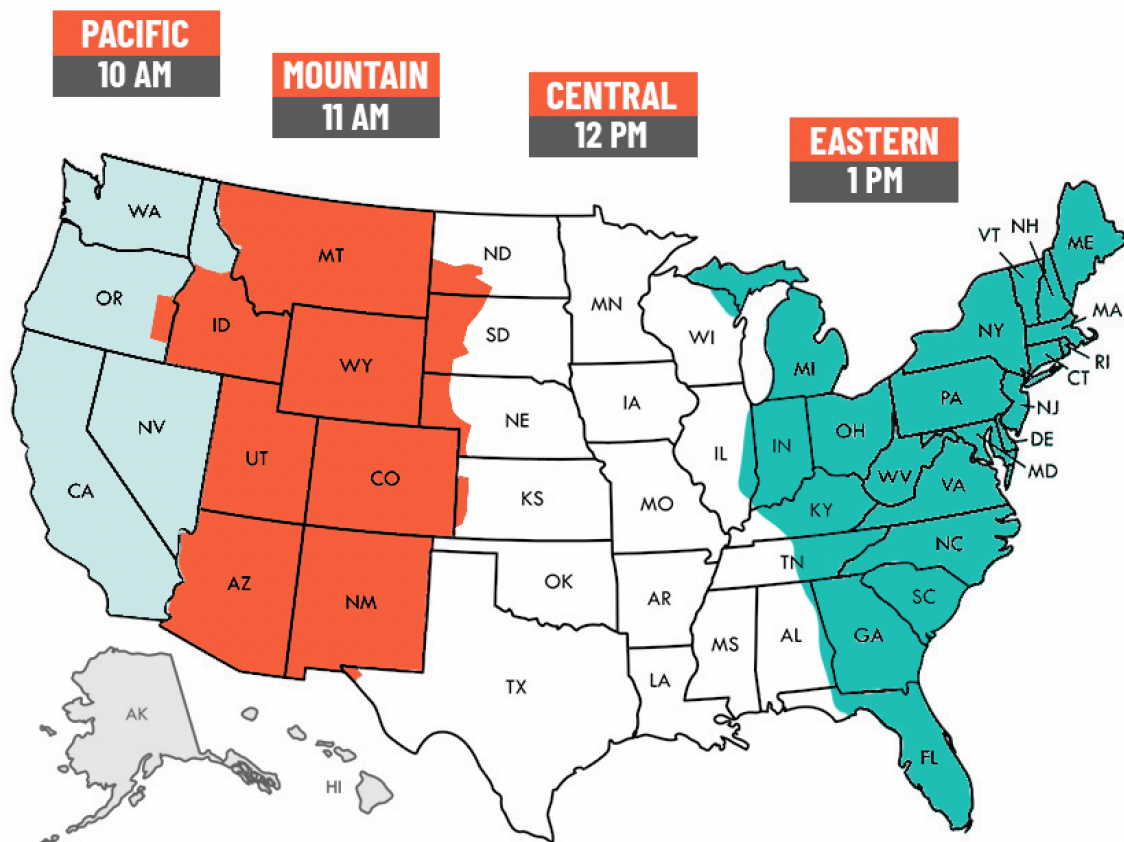
WHEN, WHERE AND HOW TO JOIN

SARAH PETTY WILL BE LIVE

1 hour LIVE DAILY on Zoom @ NOON CENTRAL

Each day, join me with your camera on at:

FindPhotoClients.com



**DAILY AT
12 NOON CENTRAL**

- 10:00 am Pacific
- 11:00 am Mountain
- 12:00 pm Central
- 1:00 pm Eastern



SCAVENGER HUNT SCHEDULE

All Meetings at Noon Central



TECH CHECK: Friday, April 5, 2025:

Only Takes a Few Minutes!



DAY 0 | Sunday, April 6, 2025:

The One Assumption You Are Making That Keeps You Stuck



DAY 1 | Monday, April 7, 2025:

The C.L.E.A.N. Framework: Make Your Online Presence Client-Magnet Ready



DAY 2 | Tuesday, April 8, 2025:

Find 17 Hidden Portrait Clients Already in Your Network



DAY 3 | Wednesday, April 9, 2025:

Finding Opportunities to Book Sessions Now



DAY 4 | Thursday, April 10, 2025:

Scripts That Inspire Your Dream Clients to Say Yes!



DAY 5 | Friday, April 11, 2025:

4-Step LENS Framework for Growing a Portrait Photography Business That Earns More Than a 9-5 Job

VIP BONUS! EXTRA HOUR Q&A DAILY FROM 1 - 2 pm CT
Upgrade to VIP at **photographybusinessinstitute.com/vip**
AND...you get to keep the VIP recordings!

WEEK 2 BONUS FOR EVERYONE!

Make Sure to Put These On Your Calendar



Monday, April 14, 2025

8 Pricing Decisions Most Photographers Make
That Keep Them Broke + Price List Critique with Sarah



Tuesday, April 15, 2025

Julie Rally!!



Wednesday, April 16, 2025

whcc Virtual Trade Show



Thursday, April 17, 2025

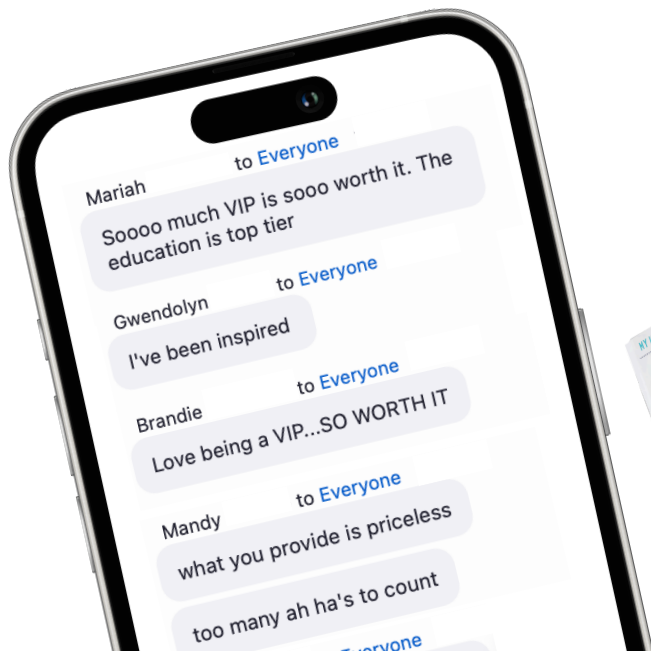
3 Strategies for Getting Bigger Orders



When, Where and How to Join Me:

Every day, join me
on Zoom with
yourcamera on:
FindPhotoClients.com

- 10:00 AM Pacific
- 11:00 AM Mountain
- 12:00 PM Central
- 1:00 PM Eastern



BECOME A VIP!



WHAT YOU GET	FREE CHALLENGE	UPGRADE TO VIP
Daily Scavenger Hunt Training	✓	✓
Scavenger Hunt Workbook	✓	✓
BONUS: 5 VIP Only Q&A Sessions with Sarah Petty		✓ (VALUE \$1,250)
12-Month Photography Business Planner (Physical Copy Mailed to You)		✓ (VALUE \$197)
15 Minute Marketing Activities Book PDF		✓ (VALUE \$49)
25 WHCC Press-Printed Cards		✓ (VALUE \$40)
Live Pricing Critique		✓ (VALUE \$500)
Go Boutique Live Virtual Ticket 2026 (3-Day Event)		✓ (VALUE \$497)
1:1 SMS Support from Scavenger Hunt Supporter for Entire 5 Days		✓ (VALUE \$497)
Unlimited Access to VIP Recordings		✓ PRICELESS

\$3,030 IN VALUE ONLY

UPGRADE

YOUR TICKET TO VIP, NOW!

www.photographybusinessinstitute.com/vip



LISTEN TO OUR PODCAST ANY OF THESE PLACES:



Apple Podcasts



Spotify photographybusinessinstitute.com/podcast/



3,253
5-STAR
REVIEWS
★ ★ ★ ★ ★

**OVER HALF A
MILLION
DOWNLOADS**

NEW TO THE PODCAST? START HERE:

WHEN YOUR FAMILY DOESN'T BELIEVE IN YOU: **EPISODE 7**

IF YOU AREN'T GETTING THE SUPPORT YOU WANT FROM YOUR SPOUSE OR FAMILY, WE GET IT.

This episode discusses what to do when your family doesn't believe in you, and how you can still share what's going on in your business without having to take their business advice.

photographybusinessinstitute.com/podcast/episode-7:

DOING MINI-SESSIONS AND DIGITALS? **EPISODE 27**

HOW JEN GOT HER LIFE BACK AND REPLACED HER INCOME WHEN SHE QUIT MINI-SESSIONS!

If you're a photographer who gives clients high-res digital files & is struggling with mini-sessions as a marketing activity, listen at:

photographybusinessinstitute.com/podcast/episode-27:



DO THE DAILY HOMEWORK TO WIN



Each Day We are Giving Fun Prizes from Our Sponsor
WHITE HOUSE CUSTOM COLOR



**WALL DISPLAY
ITEMS**



**CUSTOM
NOTE CARDS**



**BOOKS &
ALBUMS**



ENTER TO WIN A SONY CAMERA & LENS IN THREE EASY STEPS

Winner Will be Announced at 3,500 Joycast Reviews



**FOLLOW
& SHARE**

**LISTEN
& REVIEW**

**POST
& TAG**

Here's how to be eligible to win a Sony Alpha Mirrorless Camera & Lens:

1. Follow me @sarah.petty on Instagram
2. Subscribe to and review the **Worth Every Penny Joycast** on Apple Podcasts. Here is an article on how to do it. You don't need to have apple products!
<https://wiredclip.com/how-to-leave-a-review-on-apple-podcasts/>
3. Post a screenshot of your Joycast review on your INSTAGRAM Stories and tag me so I know you have completed all the steps! I'm looking for you! 🙏

Monday, April 7, 2025:

The C.L.E.A.N. Framework: Make Your Online Presence Client-Magnet Ready

C _____

L _____

E _____

A _____

N _____

Action Over Distraction

As you start working with more people, they will often connect with you on social media or at least go there to learn more about you. Today, let's CLEAN UP your social media presence. I am going to share the things I see photographers doing wrong that is killing their potential to attract the right clients! After today's lesson, you will be updating your Instagram (and/or Facebook) profiles as directed. Post a "before" and "after" photo or screen grab in the Facebook group if you want to be coached. Sarah will be picking some during tomorrow's training to give feedback on!

Why Does It Matter?

Start with your WHY. Why are you motivated to succeed in your business and who is it in your life that will benefit when you do the hard work of building a successful business? Your desire to make your life better has to be stronger than your fears. In the space below, add a photo, draw out your people or write about your why. Submit it in the group to be eligible for prizes. Post it up in your workspace so you can remember why it is worth doing the work.

What Would You Do With An Extra \$5k Per Month and More Time In Your Life?

What would you do with an extra \$5k PER MONTH in your life?

What would you do with extra time to spend with yourself, friends and family?



POST YOUR HOMEWORK TO WIN

AFTER YOU COMPLETE YOUR HOMEWORK, POST IT IN THE SCAVENGER HUNT FACEBOOK GROUP

Every Day, VIP's Meet At

VIP DAY

WWW. _____ .COM

MAKING YOUR MONEY MAP

NUMBER OF SESSIONS

X

VALUE OF EACH PORTRAIT CLIENT

=

REVENUE GOAL

Get Our Free Income Calculator at

WWW. _____ .COM/ _____



Today's VIP Deliverable:

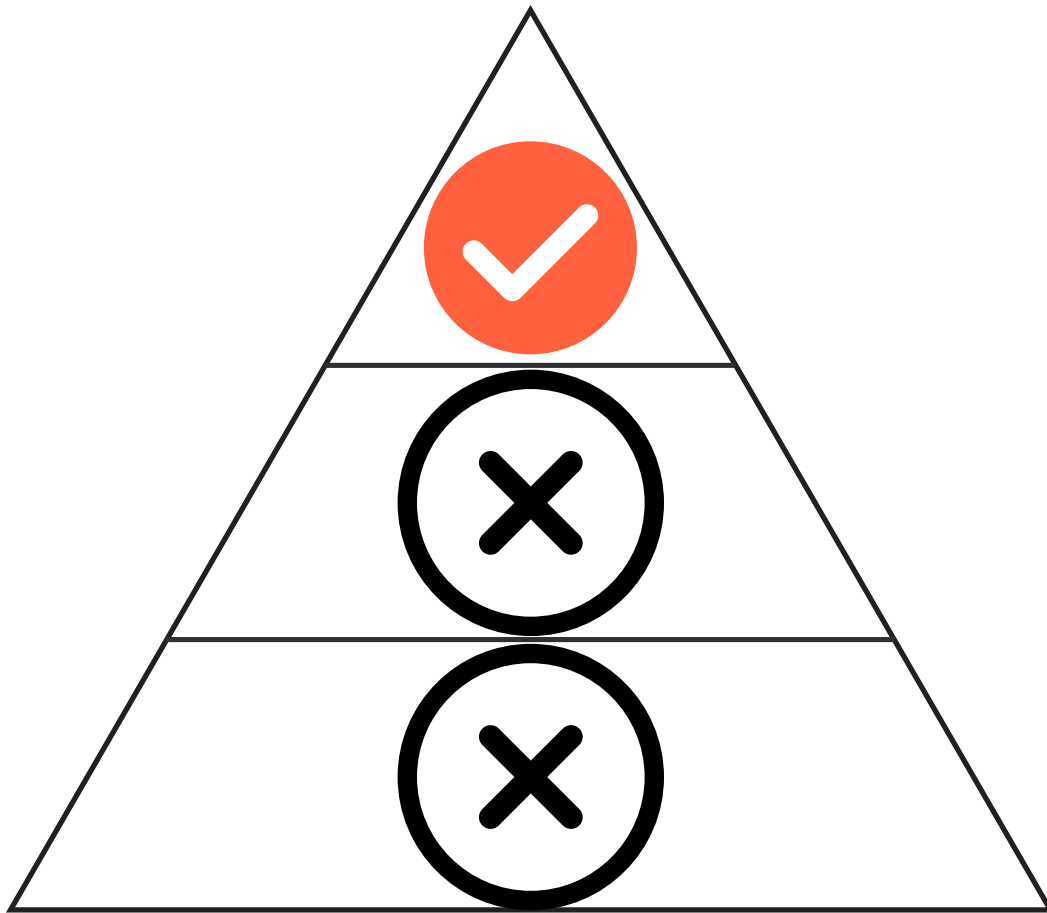
15 Minute Marketing Activities Book PDF

It's not too late to become a vip for only \$47

www.photographybusinessinstitute.com/vip

Tuesday, April 8, 2025:

3 Types of Clients and The Only One You Want



NOTES:

Proof That There Are People in Your Market Who Will Book You...No Matter Where You Live

Make a list of things you value that you pay premium prices for (ie organic raspberries, newest Apple iPhone, travel). Make a list of things you don't value and won't buy unless they are on sale (travel, tanning packages, clothing...).

THINGS YOU VALUE

THINGS YOU DON'T



**One Marketing Principle That Will Change How You Think
About Attracting Clients**

17 Hidden Portrait Clients Already in Your Network

CATEGORY	NAME & CONTACT
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	

Share How Many of the 17 You Found and What Did You Learn From This Exercise?

After today's training, your Scavenger Hunt assignment is to go identify prospective clients who potentially have a need for photography but aren't even realizing it. We will be working on approaching them later this week but share your ah-ha's from doing this.



POST YOUR HOMEWORK TO WIN

AFTER YOU COMPLETE YOUR HOMEWORK, POST IT IN THE SCAVENGER HUNT FACEBOOK GROUP

6 Things Every Photographer Needs To Overcome Imposter Syndrome

$$\text{SUCCESS} = \frac{S + A + B (C^3)}{D}$$

S _____

A _____

B _____

C _____

C _____

C _____

D _____



Today's VIP Deliverable:

The Custom Photography Business Planner MAILED TO YOU!

It's not too late to become a vip for only \$47

www.photographybusinessinstitute.com/vip

Wednesday, April 9, 2025:

Let's Uplevel Your Identity

Think about your desired identity and the one you are leaving behind and name them both (for example, Settling Sarah and Successful Sarah). Describe how the old you and the new you show up in each area of your life from making decisions, to dealing with fears and taking action.

IDENTITY YOU ARE LEAVING BEHIND



NEW IDENTITY



LOVING THIS FREE TRAINING?!

It will help future photographers if you take a minute to leave us a review here:
<https://www.reviewlead.com/photographybusinessinstitute/>

Find Opportunities to Book Sessions Now:

HOMEWORK DAY

**OPPORTUNITIES
PROBLEM & NEEDS**



SOLUTION

1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____
6	_____	_____
7	_____	_____
8	_____	_____
9	_____	_____
10	_____	_____
11	_____	_____
12	_____	_____
13	_____	_____
14	_____	_____
15	_____	_____
16	_____	_____
17	_____	_____

 **POST YOUR HOMEWORK TO WIN**

AFTER YOU COMPLETE YOUR HOMEWORK, POST IT IN THE SCAVENGER HUNT FACEBOOK GROUP

2 Biggest Expenses in Your Business & How to Reduce Them

2 Biggest Expenses In Your Business

1. _____

2. _____

2025 Goal \$ _____

-2024 Revenue \$ _____

= \$ _____

How Do I Reduce These 2 Expenses?

1. _____

2. _____



Today's VIP Deliverable:

25 Custom Press Printed Cards from WHCC (\$40 Value)

It's not too late to become a vip for only \$47
www.photographybusinessinstitute.com/vip



Thursday, April 10, 2025:

2 Giant Roadblocks Stopping You From Making Money In Your Business

I MUST _____ my relationship with _____

I can CHOOSE to live with

_____ or _____

--	--

If I want to have more IMPACT in the world...

I MUST _____ to _____

Scripts That Inspire Your Dream Clients to Say Yes!

Use the Scripts

After today's training, you will be able to go find Clients. Find the people, use the scripts from today and go start as many conversations as you can! If appropriate, ask if they are interested in your offerings. Make sure you watch the training FIRST so you know what to do and what NOT to do. Write your results or takeaways here!

NAME OF PROSPECT



OUTREACH RESULTS

What Did You Learn From Doing This (Or Not Doing This)?



POST YOUR HOMEWORK TO WIN

AFTER YOU COMPLETE YOUR HOMEWORK, POST IT IN THE SCAVENGER HUNT FACEBOOK GROUP

3 Types of Photographers and the 1 You Need to Become to Succeed

3

2

1

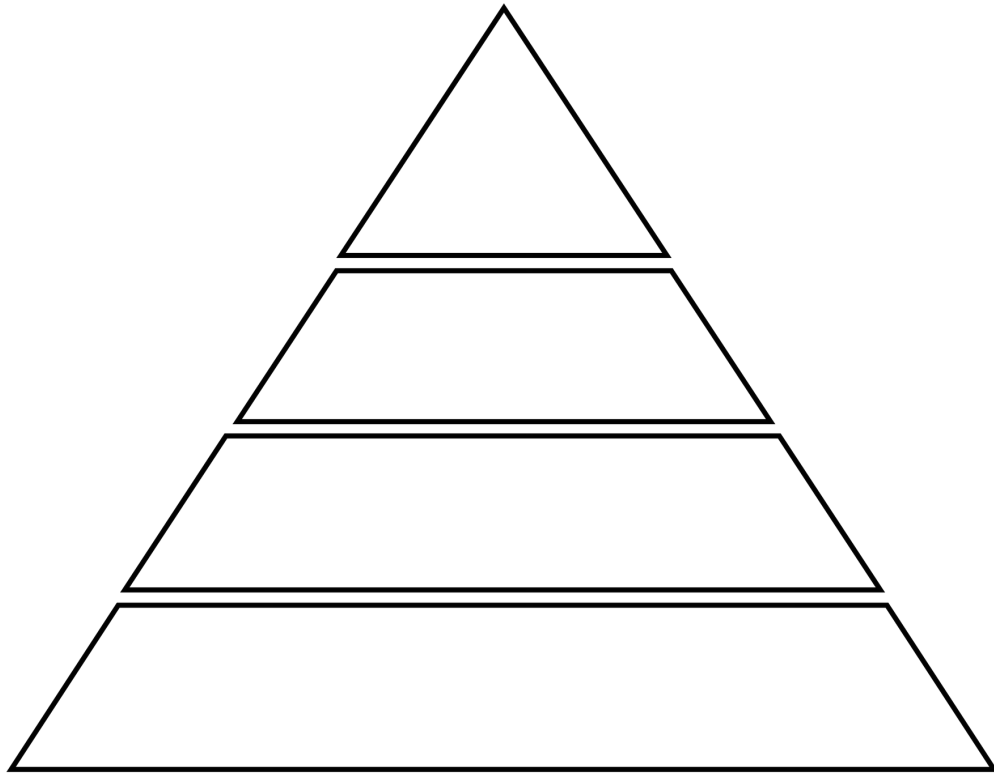


Today's VIP Deliverable: Submit Your Price List for Critique
Sarah Will Critique Submissions LIVE Monday!

It's not too late to become a vip for only \$47
www.photographybusinessinstitute.com/vip

Friday, April 11, 2025:

The 4-Step L.E.N.S. Framework for Growing a Portrait Photography Business That Earns More Than a 9-5 Job



NOTES:

The Secret To Making It In Photography

If you knew you couldn't fail, what actions would you take for your business this year?

Suppose you took those actions and failed, what would be the worst thing that could happen?

What is your biggest takeaway from this exercise?



POST YOUR HOMEWORK TO WIN

AFTER YOU COMPLETE YOUR HOMEWORK, POST IT IN THE SCAVENGER HUNT FACEBOOK GROUP



**Another Workbook Will Be Coming For Next
Week's BONUS TRAININGS!!
Watch For It In the Facebook Group!**



Monday, April 14, 2025

8 Pricing Decisions Most Photographers Make
That Keep Them Broke + Price List Critique with Sarah

Tuesday, April 15, 2025

Julie Rally

Wednesday, April 16, 2025

whcc Virtual Trade Show

Thursday, April 17, 2025

3 Strategies for Getting Bigger Orders

EXTRA NOTES & TAKEAWAYS:
