

PORTRAIT PHOTOGRAPHER'S
MAGIC
BOOKING
SCRIPT

by DINA
MANDE

*The exact words to
collect session fees
right on the call*



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DINA'S MAGIC BOOKING SCRIPT (Instead of “I’ll think about it”... you get “Hang on, let me get my purse!”

Thank you so much for downloading my Magic Booking Script

I started my portrait business in 2017 and could barely get people in the door. I’d been doing a half dozen photography education sites and was learning so much but still had such a difficult time finding paying clients. I’ve had a career in advertising for 20 years, so I started running Facebook & Instagram ads. My first attempts failed and I wasted so much money. Then, in the spring of 2019, after a ton of trial and error, I found a combination of just the right language, the right landing page and it finally all came together. I felt like I cracked the code! I put together a recipe I affectionately call “The Secret Sauce Campaign Method.” It’s been like a Leads faucet ever since.

This script is one tiny part of my premium group coaching program for portrait photographers, “The Secret Sauce Campaign Method.”

If you’d like to see exactly how it works, please visit

<https://www.dinamande.com/funnel>

I have poured my heart into sharing these secrets. Please be a good human and don’t share, distribute, or post any of this information.

Please let me know if you have any questions.

My email address is hello@dina.live.

Feel free to get in touch.

Thank you!

Xo Dina



FIRST THINGS FIRST - YOUR FRIENDLY TONE

Your own spoken words will be **bold and gold** below.

I make sure my tone is friendly, like I'm talking to a woman I just met and I'm sure we're going to end up being good friends.

I'm assuming that she will:

- a) be a big sale
- b) be my next amazing brand ambassador and
- c) we will become friends.

I treat everyone and talk to ALL of them like they are my new BFF.

Part 1 - Opening - The Discovery

"Hi her name here, it's (your name here) the photographer!

Note: I never ask, "is this ____?" Here's why. They will be suspicious and guarded. "Who's asking?" If you have their cell number and a woman answers, it's her phone! Just jump right in and be friendly and it starts your call off well, instead of putting her on the defensive, where you have to spend the next few minutes warming her back up.

I'm excited to hear from you about the XXX Portrait Experience.

Is this a good time to chat for a minute? Okay great.

(see information at the end about using a campaign to fill your calendar. If not using a campaign, just say, I'm excited to hear back from you)

This (insert campaign here) has been so amazing for all of the ladies who've participated. It's been a really great promotion for my portrait studio. I'd like to set a flow for our call and here's what I'd like to do.

A big part of the portrait experience is finding more about the women participating and sharing their stories.

How about if we start with me finding out more about you, and then I can describe the experience and all the goodies you get. It's been so great to create a experience where my clients feel empowered and it's also been a really cool promotion for my portrait studio, so I want to tell you what's included. How does that sound?

A series of small yesses

Note: I always do this in my studio, on the phone, any interaction I have with clients. I let them know what to expect next and give them the opportunity to "agree" and say "yes." When people start saying "yes" to you, it puts them at ease and takes them on the client journey more smoothly.

Okay, great. First, I'm curious, have you ever had a professional photoshoot before? (Most of them will say no, or high school senior portraits, wedding photos, or some other life event. Occasionally, they may say they've had headshots or a boudoir session. You're finding out here also if they've ever been through the purchasing process and what their pricing expectations might be.)

With all the women I've photographed, I've noticed that many of them are going through a shift or a change in life. Either a new empty nest, changes with their parents, getting married, moving, surviving something difficult...does this resonate for you?

Then let them tell you all about what they're going through and just be a good listener. You'll find clues here of what kind of shoot they'd like to have. I let conversation flow and find out if she's married, has kids, what she does for a living, etc. At this point, it's important to learn their story...their "WHY" they want to have a photoshoot. When their "why" lines up with your own "why"...that's when magic and great sales can happen!

If they say "no" to any recent life changes, then simply ask, "Why is now a great time for you to have a shoot?" You might find out they've moved, or lost weight or simply that your ad or promo sounded fun and enticing.

Many of my clients like to save the last half hour of their shoot to have a spouse or other loved one join them. Is that something you'd like to consider? Here's where you can find out more about who they'd like to be photographed with and create even more portraits with. Boost your sales when you have more photographs to offer for sale!

Part 2 - The Middle - Your Irresistible Offer

"Great! This sounds like it will be amazing for you. All of the women who have participated have said what a great confidence booster it's been and that they absolutely LOVE their photographs. Can I jump right in and tell you more?"

(The confidence line is key and you're getting another yes) Keep in mind that we are not selling photographs, we are selling confidence!

The whole experience takes three hours. The cost to participate is \$490 dollars. Let me tell you all you get for this...

For the first hour, you'll come to the studio with clean dry hair and face and our makeup artist will work her magic. Wait til you meet her, she's amazing. Make plans later for a special evening because you'll look and feel gorgeous!

Then, we have a wonderful Dream Studio Wardrobe Collection of over 100 dresses, gowns and outfits for our clients to play Dress Up. For the next 90 minutes to two hours, we'll shoot four to five different looks and outfits, with different backdrops.

(If you don't offer wardrobe, then change it to how you can do a style consultation and help them choose flattering outfits from their wardrobe. Many photographers are doing Zoom consultations now, to make it easy to see closet options!)

You'll come back a few days to a week later to see your photos and I will deliver your favorite photograph matted and printed. It will be printed on archival paper with special inks meant to last over a hundred years. At that time, you'll have the opportunity to purchase additional photographs or collections.

I have gorgeous products to store and display your new photographs, including folio boxes, albums and wall art. My favorite is the Reveal Box, which is a glass front box, handcrafted in Italy. It sits on your mantle, your bookshelf or nightstand and is like a living frame, where you can swap out every day which portrait is in the front."

(If you're not doing a campaign and don't want to offer one matted print, just leave that line out.)

Part 3 - Describe Your Pricing

Additional photographs are \$275 ala carte, but you can save money by purchasing a collection. Collections of 6 or more start at \$1395. The more photographs you purchase, the more you save. You're letting them know that they are in control of choosing what they love.

Some people buy a few photographs and spend a few hundred dollars. Some others want more and purchase a beautiful folio box, or a gorgeous album, or wall art for their home and spend a few thousand. Years from now, you will be so happy you have these photographs. They only get more valuable as the time goes by. Does that sound okay with you?

If they push back about it being expensive, here are some points I like to make below...

{Money is a renewable resource, but time is not.

You can never get back time. }

{You're never going to as young as you are today.}

We offer payment plans and a flexible pricing structure so you can choose exactly what feels right for you.

At the reveal, you are able to decide which package you'd like to purchase:

Custom matted prints start at \$275.

Signature Collections start at \$1395 and my middle and top package folio collections include either a luxurious keepsake box or coffee table book, white leather wrap and art enlargements for your wall.

These images will be something you will look back on, not just once, but forever... (If they have kids) and pass down for future generations..."

Part 4 - Book Them In

If all that sounds good, shall we look at a calendar and pick a date? Great! Again, it's \$490 to participate. I'll take your card number to book your session. I can take Visa, Mastercard or American Express. Which do you prefer?"

This is where she will say, "Hang on, let me get my purse!"

Note: You can then take their number and go to Square, and charge them right then. I recommend accepting payment over the phone so you don't have to continually follow up with them. It's easy to do this with Square.

"Okay, now I'm going to send you an email with a receipt, I'll send you a Pinterest board for inspiration. I'd love to hear which types of photographs appeal to you most.

I'm also going to send you a little Prep-Guide for you to take a look at to prepare for your shoot. If you see any photographs in a magazine or online that you love, feel free to text them over to me and say, "Dina let's make one of my photographs look like this! I'll see you soon for your session!"

If they don't pick up.

If they don't answer an email or text.

If you get completely ghosted...

there are specific strategies and frameworks to implement!

These are topics that are covered in depth in my course and group coaching program,

"The Secret Sauce Campaign Method."

Phone Consultation Checklist

- Jump in and say hi. Assume it's her phone.
- Talk to her like she is your new BFF and brand ambassador
- Tee up the call or set an agenda for the call by saying, "so here's what I'd like to do, I'll ask you a few questions, then I'll tell you more about..."
- Transition into tell her all about the experience and what you have to offer
- Tell her about the products you offer. Matte prints, folio boxes, wall art or albums.
- Transition into pricing. Offer a range of pricing and let her know that the more she buys the more she saves.
- "If all that sounds good, let's pick a date. I can save your date with your session fee.
- Collect the payment info
- Follow up with a receipt and a confirmation

What is "The Secret Sauce Campaign Method?"

Thank you again so much for checking out my script. Please let me know how it works for you!

I fill my calendar constantly using Facebook ads to a sales funnel to promote a "campaign." It's a quick and easy way to book as many clients weekly as you want.

Do you love photographing people but have a hard time marketing? Here is a FREE TRAINING to watch and get more information about how I teach sales funnels and Facebook & Instagram ads to photographers.

[Click to watch this FREE training on how to create your own successful portrait photography campaign!](#)



Join my free group for portrait photographers on Facebook!

[!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\) Join us on Facebook](#)

REAL STORIES – REAL PHOTOGRAPHERS USING THE SECRET SAUCE CAMPAIGN METHOD

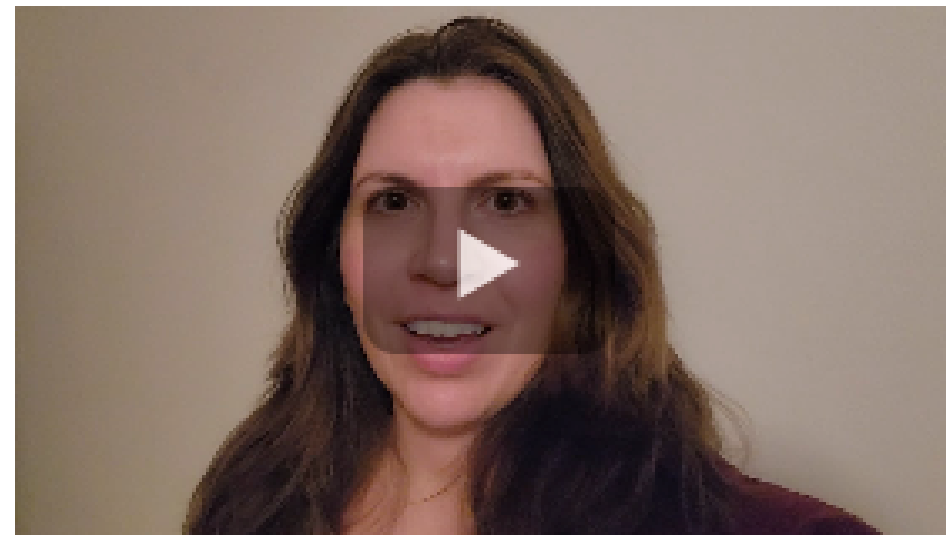
*Take a look at what other photographers have shared about their experience!
If you are ready for a business transformation in 2023, book a quick call with Amber.*

[BOOK YOUR CALL WITH AMBER HERE](#)



↑ Amber Bond
Ottawa, Canada

I had lost my passion...I finally gave myself permission to invest in myself. I decided to mentor with Dina and her team. These people know what they're doing...it is an understatement to say it's been life changing...it's invaluable information. I kick myself every day for not investing in myself sooner...I think every photographer should do this program...you're worth it...money aside...this confidence I have in myself [from this program] is priceless...I'm in the right place now because of Dina and the Secret Sauce..."



↑ Kati Corzo
Monroe, GA

I started end of May...immediately got 15 leads...got on 11 calls and booked every single lead! I've worked with other agencies, other people who did my Facebook ads for me & would only get 1-2 bookings a month...I went from almost shutting down to thriving...I've made over \$60k with the Secret Sauce...2023 is going to be amazing. I just turned my ads on after the 1st and immediately got 15 leads...this has been a life changing experience for me!"



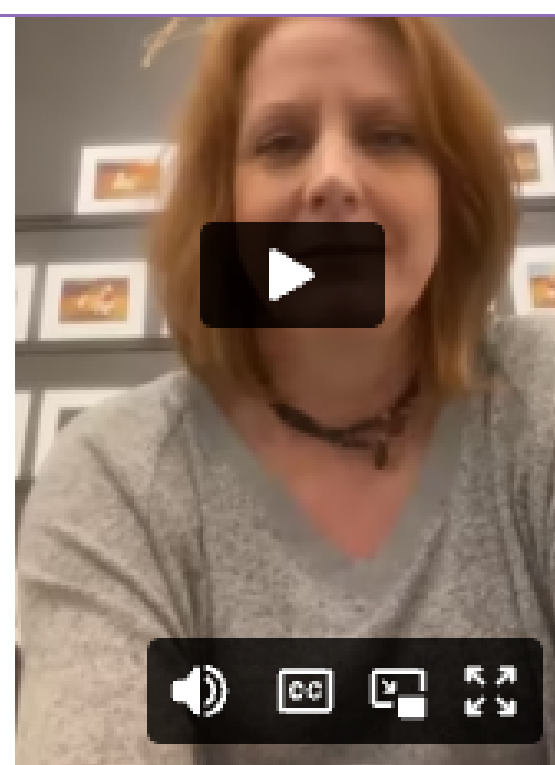
↑ Carol Arscott
Media, PA

"I looked around at all the different programs and mentors ...Dina really stood out from the noise, I was really impressed with her program ...I had some concerns ..would it work for me? I had a call with Rick and he said it will work for any genre...I turned my ads on on Mon today is Wed and I already have 21 leads ...I I'm just thrilled ...if you are on the fence about Dina I highly recommend you do it it's one of the best decisions I've ever made for my business..."



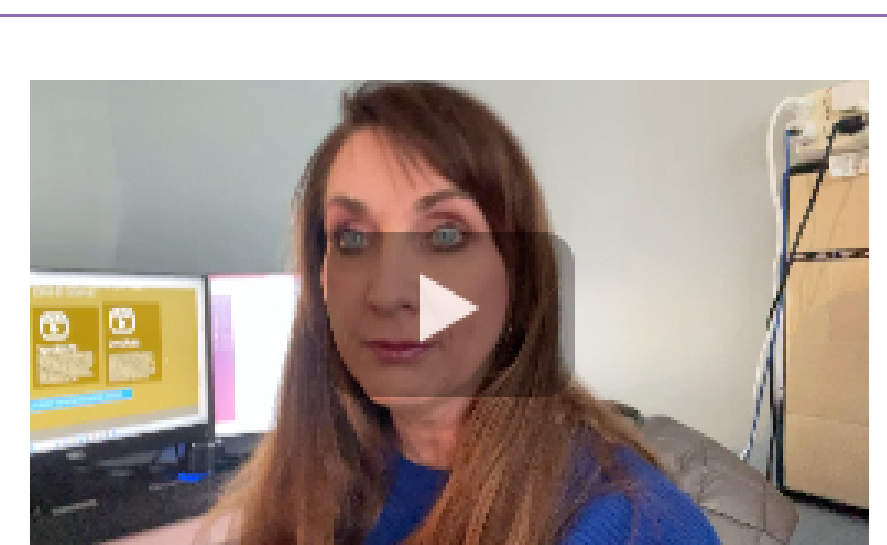
↑ Patti Reed
St. Petersburg, Florida

"I'm so grateful for Dina and her team...I'm 66 and was on Social Security...last year I made \$19k...in 2022 before the Secret Sauce I made \$9k...After the Secret Sauce I booked 7 sessions at \$400 in 1 week...then made over \$50k in just 4 months..."



↑ Becky Nichols
Saint Marys, West Virginia

"I just had 7 clients book!!! I've used what I've been learning inside the Secret Sauce and made \$7k in the last 5 hours!!!!...I'm so excited...I can't wait to see how this will explode. It's going to be bigger than I ever thought!!!!..."



↑ Sue Halliburton
Sparks, Nevada

"I had Dina and her team create my landing page...I had leads like crazy...it really does work....it helped me reach over \$350k last year..."

