

WELCOME TO THE
SECRET SAUCE
CAMPAIGN
METHOD™

BUILD A SIX FIGURE
PORTRAIT BUSINESS
WITH
DINA MANDE



FIRST, A QUICK STORY

I started my portrait studio in 2017. I struggled to get clients during 2017, 2018 and half of 2019. I was ready to give up and quit. But then...

I NICHED DOWN

CREATED AN IRRESISTIBLE OFFER

I HAD CONSISTENT BOOKINGS & CLIENTS

I MADE 80K IN 14 WEEKS

Inside the Secret Sauce
Program, we'll teach you
step by step how it works...

*And create your own Sales
Funnel for you, too!*



MAKE 30K
IN THE NEXT 90 DAYS
OR WE WILL PERSONALLY WORK
1:1 WITH YOU
UNTIL YOU DO

IT SOUNDS TOO GOOD TO BE TRUE...

BUT IT'S NOT!

MEET LAUNA

JUST STARTED 2 WEEKS AGO

"Dina does indeed have the secret sauce. Im only on day 4 and literally drowning in leads from the campaign.

Also, Dina is so easy to work with and goes above and beyond to give you 1:1 attention. Her staff too, is top notch.

I would buy this program one thousand times over.

I'm a new photographer, just getting started, so if this can work for me, pretty sure anyone can have great results."

— LAUNA



DINA HAS HELPED GENERATE
MILLIONS OF DOLLARS FOR
HUNDREDS OF PHOTOGRAPHERS



MEET NATASHA

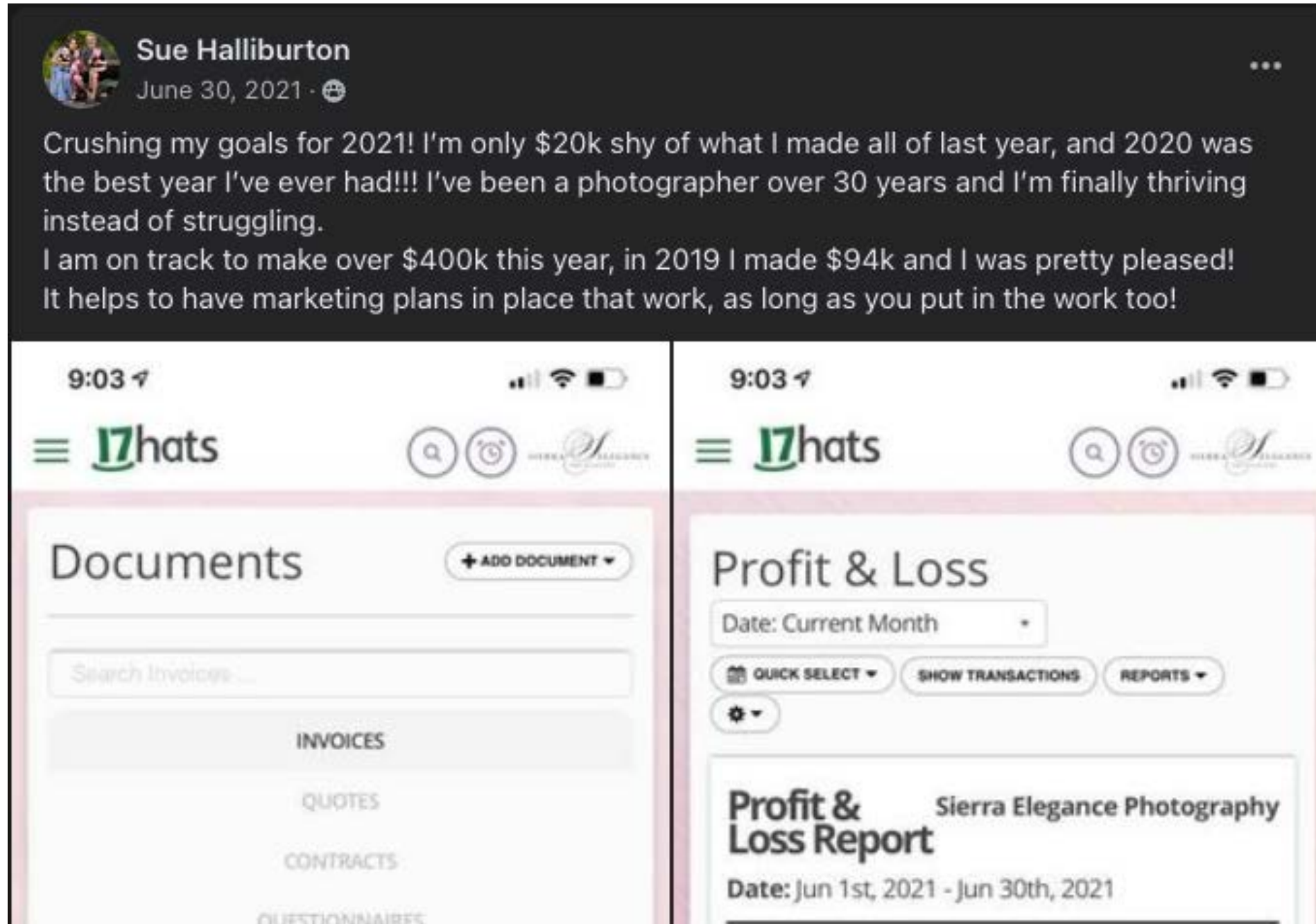


**HAS
MADE
OVER
\$400K/YR**

"Can't believe I am already
over 200k+ this year
(In July) in gross revenue
with a sales average of
\$5340!"

-NATASHA

MEET SUE

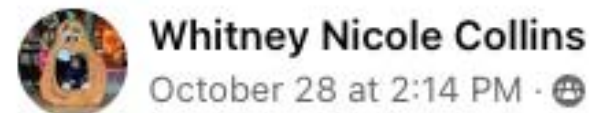


**HAS
MADE
OVER
\$400K**

"I had Dina and her team create my landing page...I had leads like crazy...it really does work....it helped me reach over \$400k last year..!"

-SUE

MEET WHITNEY



The show 🎉

This campaign brought in approx 110k- so I decided to go big on the art for the show to make it feel luxurious and extra special.



Julie Hood, Iryna Sosnovska and 37 others

21 Comments

**HAS
MADE
OVER
\$300K**

"I started getting leads immediately after Dina helped me create my sales funnel. Better yet, they are most perfect, ideal clients!"

"This program seriously exceeded my expectations in every way. I would hire Dina again in a heartbeat."

-WHITNEY

MEET JANA



Jana Marcus

June 30, 2020 · 🌐

Always thankful to [Dina Mande](#) for showing us the way to successful advertising on FB. Before the pandemic I had booked 27 shoots from an ad that only ran for 3 days! June 14 my studio finally reopened, and all those shoots go shifted to summer months. But let me tell you, it only takes one of the leads to funnel you into your correct demographic! My first client since the shut down told her friends, which led to over 20 leads, 12 of them booked within the week! it's crazy busy at my studio...hope you all are doing well too! Here's #10 of my 50 Over 50 gals.



**HAS
MADE
OVER
\$240K**

"Always thankful to Dina Mande for showing us the way to successful advertising on FB. I booked 27 shoots from an ad that only ran for 3 days!"

"Worth every penny - don't even think twice - best investment I ever made!"

-JANA

MEET TAMMY



Members Only-Dina's Secret Sauce Momentum Membership/Weekly Group Coaching

...

Tammy Davison · 7h · 🌐

I wanted to post to say thank you to [Dina Mande](#) and team! This has been the best investment I have made in my business!!! I have been a photographer for over 20 years and I have only barely survived in my business because I worked my ass off for years. My husband would comment how I work so hard for the little amount of money I made. Well, forget that!! This "Secret Sauce" is AMAZING! I started out doing Facebook ads and getting the bookings from that and some organic leads, my confidence has grown and my bookings and sales are on FIRE! I am on track to reach my \$20,000 goal for this month! I don't mean \$20,000 for the year, I mean \$20,000 in sales for the MONTH OF JUNE. I live in Boston and it has been so successful here, I thought why not do this when I go back to my hometown in Seattle this summer. I decided to rent a studio and advertise to my friends back there and I booked ELEVEN people for the two weeks I am there. I have one spot left and I am certain I will fill it! I am so excited that I am finally DOING IT! Thank you Dina, so grateful for you and this amazing program!! ❤️❤️❤️



Fay Tabrizi, Julie Hood and 15 others

7 Comments Seen by 70

**OVER
\$20K
MONTH**

"I've been a professional photographer for over 20 years. Single mom with 5 kids 8 and under...I was struggling...I tried everything...groupon, every genre...moved across country and had to start over...I saw Dina's program and thought, 'she's good at marketing and it's all laid out for you' the ads...the wording... The impact you can have on your clients is even more than the money I'm making..."

"People are now contacting ME! \$105k in the last year!!!"

-TAMMY

MEET HELEN



Helen Joy

I live in a small country town in New Zealand and now are running a \$100,000 portrait studio. I signed up with Secret Sauce with Dina and her team. I made my money back within the first month 🙌 You have to put work in do what she says. If you don't you won't get results and even then Dina will work with you until you get results. 💯. It works and was well worth my investment.

Like Reply 23h



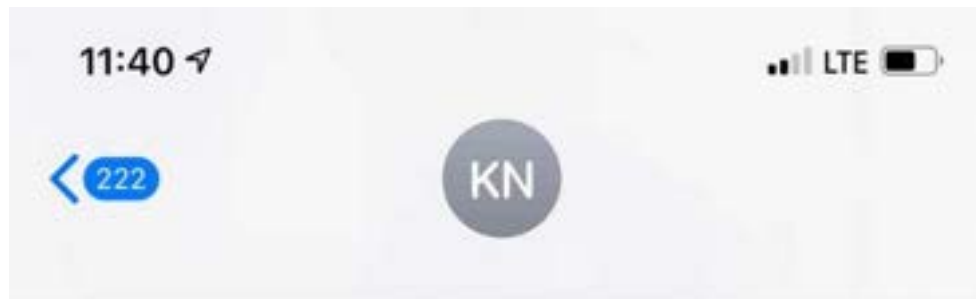
**OVER
\$100K**

"

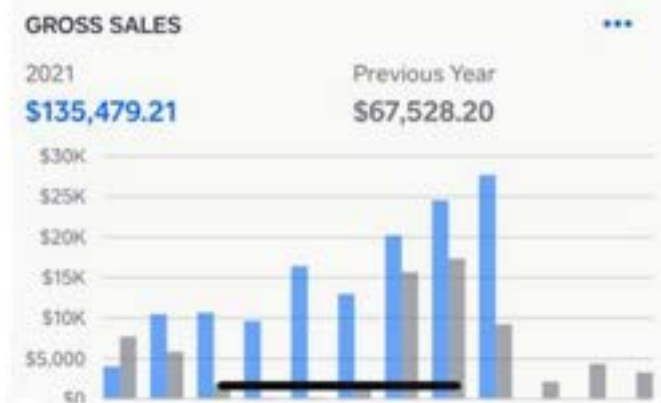
"I made my \$\$\$ back in a month...well worth my investment.

-HELEN

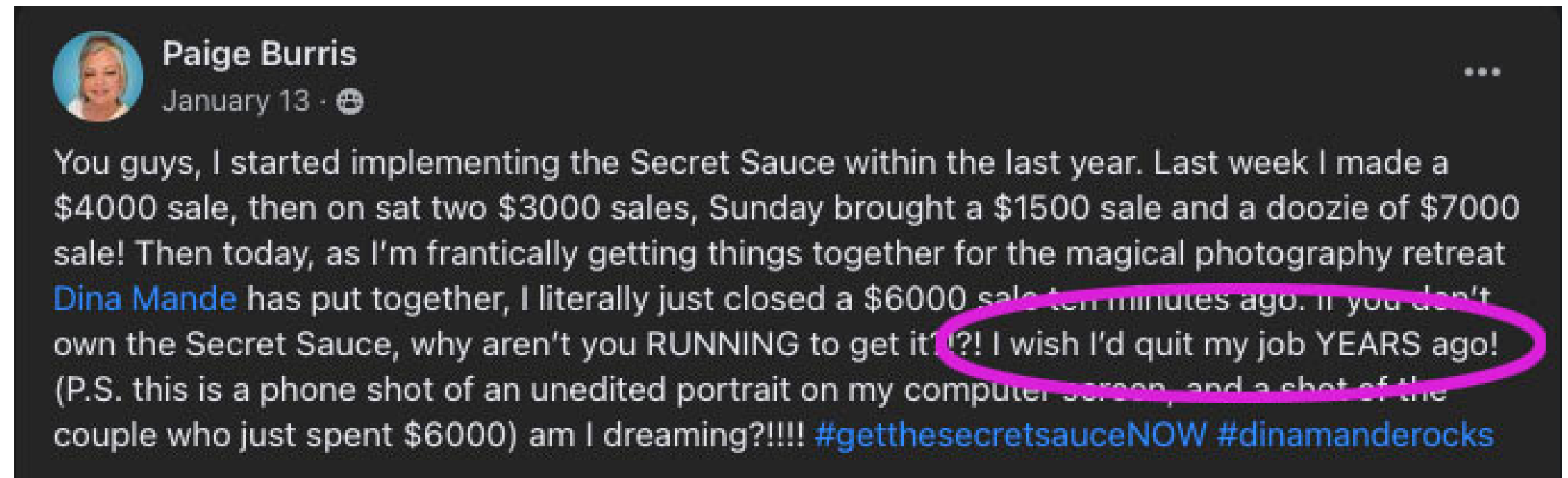
SECRET SAUCE PHOTOGRAPHERS
ARE LEAVING THEIR JOBS TO FOCUS ON
THEIR PHOTOGRAPHY BUSINESS



This is because of the Secret Sauce. Two months of 20+k and a six figure 2021. My goal is \$150k for the year...



I am blown away and my life is forever changed. I can't thank you enough. I didn't want to post in the group because I'm a little shy about posting numbers but this is so FREAKING EXCITING!! 🥰





Irina Slizskaya

Dina Mande have totally changed my life since I've discovered her. She made Facebook adds actually not as scary and intimidating as I thought they were before. Her guidance is always present and on point. Thanks to Dina I quit my full time job and now enjoy doing what I like the most.

Like · Reply · 1y



1



Dina Mande Author Admin +3

Irina Slizskaya! Thank you so much. Wow! Incredible!

Like · Reply · 1y



1



Anna Epp

I am not really sure I can put it into proper words to express how much your help has helped me!! I was struggling to book, really struggling, almost hang up my camera struggling. I launched the project after seeing you comment on a post on SBE, everyone was asking for you to message them your secret!! I felt really badly asking, but then I realized I could ask and you could say no. So I asked and you didn't say no, you invited me here. I followed your steps word for word. I am down to my last six spots to book. My calendar is full for the year. I still have work cut out for me in my after sales, but I was able to fill my seats. Saying thank you doesn't seem like enough, but truly from the bottom of my heart, thank you. ❤️

Like · View 1 more reply



5



Bethany Erby 🌱

You have done and shared so much! Thank you, all of us are business women, and we know that we should charge our worth. You're worth it!

Like · Reply · 1y



1



Julie Ulstrup

Dina has created a campaign that has transformed my business and my life. I used to struggle to have a few clients here and there. It took so much time and effort to network for very small return. Using Dina's Facebook ad campaign and landing page guidance, my business is booming. I am attracting ideal clients who value my work, service and products. If you are on the fence, do it now. purchase her product, follow the instructions and get ready to live the life of your dreams! Thank you Dina for all of the work you've put into this great product.

Like · Reply · 1y



2



Misty Klobberdanz Anderson

Dina's method helped me go from booking hardly any clients, to an overwhelming amount that has kept me busy since I first started with it. Can not thank her enough!

Like · Reply · 1y



Wendy Rountree

Dina Mande Thank You !!! My testimony ! : So glad I recently found you via an old post SBE post, and that you were kind enough to respond and invite me to this group. I started my ad 6 days ago and have 11 inquiries (folks that actually filled out the form) and over 60 comments of interest, those I dm (template) to direct them again to the landing page and to fill out the form. I had my first 2 calls yesterday, both look promising for potential bookings and I have 3 calls scheduled for tomorrow. Though I haven't booked anything yet, I'm confident I will, I am just so pleased w/ the fact that I did it and the activity I am seeing! I'm 63, and have wanted to find a way to market to this age range (I am doing 50 over 50) I love talking to these ladies and finding out their stories. Thank you for sharing and by doing so providing a needed push ! I didn't know how to do a landing page, I figured it out, I didn't have many photos that age range , you said use 1. I wasn't sure about the FB ad, I followed your instructions and made it work. Your secret sauce is the real deal! I hope I have the opportunity to meet you in person, give you a hug and take you to dinner, let's make that happen !

Until then, sending you big hugs and many thanks!!

Like · Reply · 1y · Edited



2



Dina Mande Author Admin +3

Wendy... wow! That is so great. I'm blown away out how simple the steps are with great results. You're a shining example of putting this strategy straight to work. Bravo!

Like · Reply · 1y



Karen Floyd - San Diego Branding & Headshot Photography

Testimonial for you, Dina: I had been working on my 50 over Fifty Experience for over a year. I had gone down the path of creating a book about women over 50 and their stories, but women found it confusing and didn't sign up. I bumped into Dina and her successes with her version of 50/50. She help me to simplify my website, created some compelling wording to attract that client, and gave me a way to reach out to them. I just started running my ad on Tuesday, and in 6 days had 13 women fill out the inquiry form on my website!! THIRTEEN!! I already have 2 fully booked and phone appointments to secure more! I am so excited and ready to serve. I honestly would still be suffering and struggling with this, if it hadn't been for Dina and her advertising Mojo to lead me into possibility. SO grateful for this shift in my business!! Thank you, Thank you!! ❤️

Like · Reply · 1y



Dina Mande Author Admin +3

Wow, Karen, that's huge! I'm so excited for you. Yayyyy!!!

Like · Reply · 1y



1



Karen Floyd - San Diego Branding & Headshot Photography

Dina Mande two more today!! Makes email feel like a winning slot machine

Like · Reply · 1y

↳ View 1 more reply

Darina Neyret
Most of my business over the last year has been from this campaign and so many women have referred their friends too! I'm in the last stretch!

Like · Reply · 33w · Edited 6

Shannon Horricks
Darina, agree. This campaign is about 50-60% of my current clients. I haven't started any of the sessions yet but I expect that they will be referring their friends!

Like · Reply · 33w 1

Hande Gurdogan Photography
Dina Mande It helped me beyond I could ever envision with my 40/40 project!!! I can't believe I had to turn off my ad in order to catch up with all the leads!! My ad was active for 40 days, I received 92 leads, booked 30 sessions so far, I have around 35 leads in the waitlist. I have 3 photoshoots per week on average until the end of June. This is truly a dream come true for me!

Like · Reply · 33w 7

Iryna Sosnovska
Secret Sauce helped tremendously with the leads! For the first time (ever!!) I'm booked solid for April! And I do 3-4 shoots a week. I'd book them for May and further but I don't want to lose their enthusiasm. Besides the quantity of leads, the quality of the leads amazes me! I meet seriously the most amazing women!! Successful, beautiful, and just a pleasure to work with. Yes, they also refer their friends. And they also talk about future sessions with their family etc. So there is lots of potential for the future as well.
So far my average has been quite good too - \$3300. Honestly, this campaign and the secret sauce is the best thing that happened to me in the last 5 years of my work! Thank you Dina Mande! You told me I'd do great and you were right! ❤️

Like · Reply · 33w 10

Julie Hood
The Secret Sauce completely changed my business. I'm booked into June and know that whenever I'm ready to book more I can just turn on my ad and the leads come in. It's like magic. Thank you Dina!

Like · Reply · 33w 2

Lynn Crane
My word! I went from scrounging for clients to having a waterfall. Twice a week through September, just hired an assistant so I can maybe shoot more (or at least keep up!), and have had media coverage that has kept my phone ringing for the past two days. My prices, already vastly more than anyone in the area, will be going up again. It has been crazy!
My average is 2200, but when my prices go up, the structure will change a bit which should help my sales average tremendously.

Like · Reply · 33w · Edited 6

Nellie Quiros
I went from only a few bookings on calendar and scrounging for leads, to more leads than I could handle (had to turn ad off to catch up) and so far 5 paid clients on calendar with more calls to make. The even better part is I now know and understand Facebook ads better and can repeat campaigns as often as I want. Dina Mande and her team have been a God send to me!

Like · Reply · 33w 4

Clare Fisher
My lease was up and I was thinking of giving up having a studio location until I bought this course. With a steady flow of leads, this year is looking so promising!

Like · Reply · 33w 5

Rachel Sorbet
I had never done a project before and was so lost at how to start. Dina's program gave me everything I needed to get the ball rolling and my project was launched January 1st. I started shooting sessions in February and out of 50 spots, I only have 14 left to book. I'm currently booked through June! Her system works. Prior to this I had never been booked out farther than a week!

Like · Reply · 33w 3

Sue Halliburton
I ran an ad for a total of less than two weeks, I have about 40 leads! I booked 14 sessions and I've photographed about half of them. All of my clients have spent at least \$3000, I had a session on Tuesday that spent over \$5500 and another one at \$4000. It's keeping my calendar and my bank account full!

Like · Reply · 33w 11

Brooke Enyedi Preece
I just posted my first ad with your Secret Sauce Method less than 24 hours ago and I already have 1 booking! I'm so excited to see how it will all unfold! Dina Mande I am so grateful for you! Thank you for becoming a mentor! xoxo

Like · Reply · 33w · Edited 1

Nicole Mills
The Secret Sauce motivated (forced) me to put systems in place...which I badly needed. It also got me much more comfortable with talking on the phone to prospective clients. My enthusiasm for my campaign was obvious to the women I spoke with and every one that I have spoken with has booked! I'm currently at about 30 scheduled and have no doubt I'll book the last ten easily. It was nice to have the system to follow so I could Just. Get. It. Done. I can spend an eternity working on something and never get it in to place, and our weekly Zoom meetings got me moving and I got things done! My sister has taken over my books for me and just a few days ago, she provided my first quarterly statement, and I've almost exceeded my entire income for the previous year. I finally feel "legit." 😊
Thanks Dina Mande for giving me the push I needed.

Like · Reply · 33w 5

I WILL INTRODUCE YOU TO FOUR PILLARS TO MARKETING A PROFITABLE PHOTOGRAPHY BUSINESS



HOW LONG WILL THIS TAKE?

How about 10 days or less?

YOU'LL BE AMAZED AT HOW FAST I CAN HELP YOU

GET MORE CLIENTS
BOOK MORE SHOOT &
MAKE MORE MONEY!

STEP 2: WE WILL LOOK AT YOUR PORTFOLIO TOGETHER TO CHOOSE THE BEST PHOTOS

WE'LL CHOOSE 6-12 OF YOUR PHOTOS
TO ATTRACT YOUR MOST IDEAL CLIENTS

To get you consistent clients, you'll want to
offer limited edition sessions to a perfect,
most ideal client



STEP 2: USING YOUR BEST PHOTOS WE WILL CREATE YOUR FACEBOOK & INSTAGRAM ADS

AFTER TESTING THOUSANDS OF ADS
OURSELVES, WE KNOW WHAT WORKS

We'll use our expert experience to design and create
ads that we know will work to get. you clients. Plus,
we'll teach you how to be your own expert to
manage your future ads!



STEP 3: YOUR WINNING SALES FUNNEL

WE WILL DESIGN & BUILD YOUR ENTIRE
SALES FUNNEL. THIS WILL BE THE "ENGINE"
TO BRING YOU PORTRAIT CLIENTS.

Once you have one campaign launched, you can
duplicate the funnel to create new campaigns
for the future.



STEP 3:
I WILL SHOW YOU STEP BY STEP
HOW TO BOOK MORE CLIENTS
RIGHT ON THE PHONE

USE MY MAGIC BOOKING SCRIPT

THEN, FOLLOW UP WITH
YOUR VIP GROUP
USE YOUR EMAIL LIST

BONUS: LEARN TO EXHIBIT YOUR WORK AND THROW YOUR PHOTOGRAPHS AND CLIENTS A PARTY!



SEPARATE YOURSELF FROM ALL LOCAL COMPETITION

- Invite your clients back to see your campaign
- Invite your local tv, radio, news media & influencers
- Be the "go-to" photographer in your area



There's no greater endorsement than your former clients bringing their friends to see your gorgeous work.

Plus gain the attention and publicity with your local tv, radio and news media.



I will teach you the strategies, along with providing a blueprint to create the perfect electronic press kit and press release.

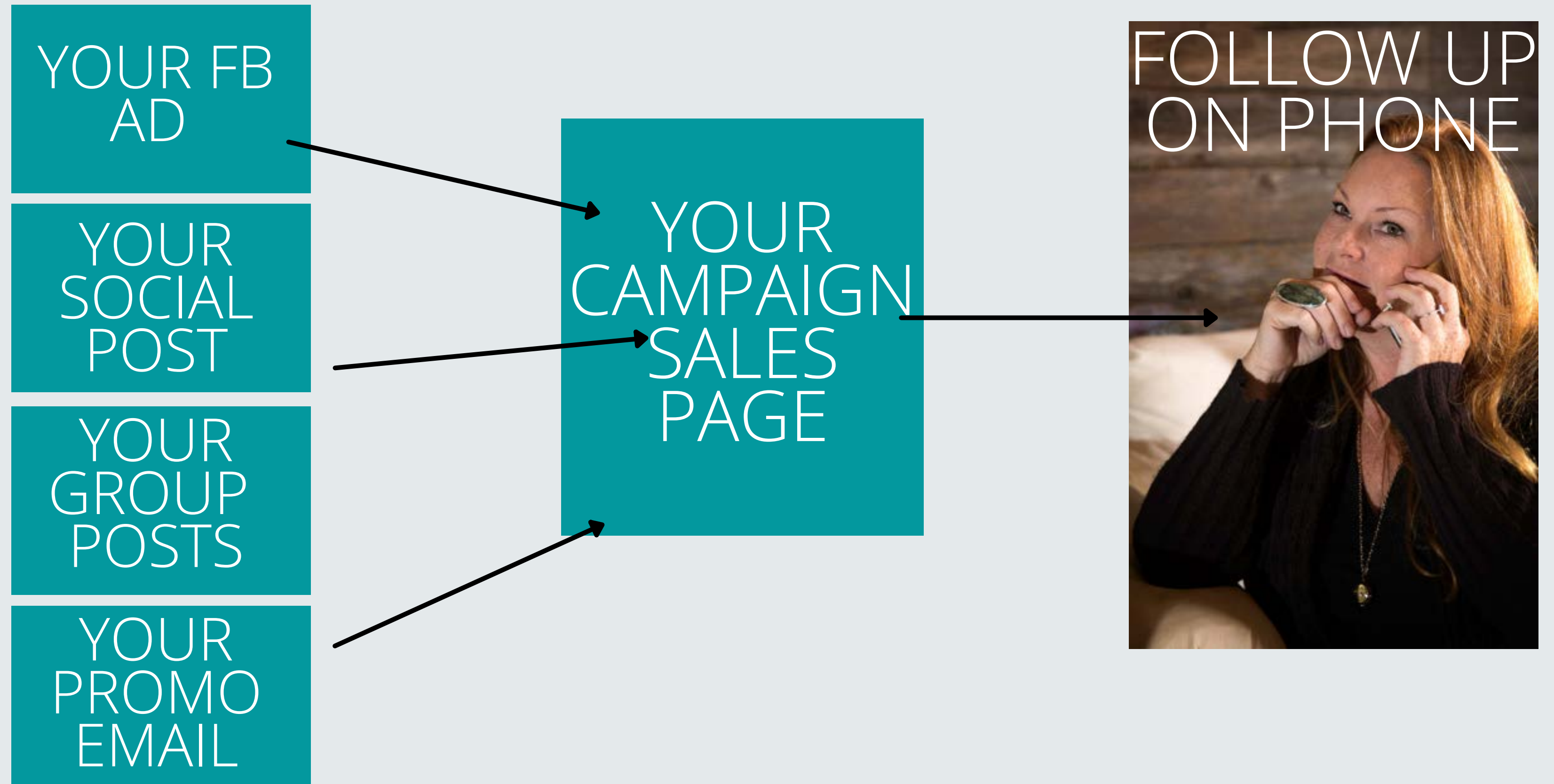
YOUR CAMPAIGN:

#1 DEFINE YOUR IDEAL CLIENT - NICHE DOWN

2 CREATE AN IRRESISTIBLE OFFER

3 USE A SALES FUNNEL, NOT A WEBSITE

YOUR BUSINESS WILL BE TRANSFORMED WITH YOUR NEW SALES FUNNEL





MY PROMISE TO YOU:

As a portrait photographer myself, I know how to help you create your "Irresistible Offer."

With my 25+ years of advertising experience, I can make sure that your work is presented in the most enticing way to get you more leads, more clients and make you more money.

The next step to find out how this could work for you is to book a call with my team.

I can't wait to work with you.
—Dina



IF YOU QUALIFY, YOU WILL MAKE 30K
IN THE NEXT 90 DAYS
OR WE WILL PERSONALLY WORK
WITH YOU FOR FREE 1:1 UNTIL YOU DO