

connect quick

BOOKING

script



*the exact words
to collect session fees
right on the phone*

COPYRIGHT DISCLAIMER: U.S. and International copyright laws protect this Booking Script (referred to as "Resources" from this point forward). By enrolling in one of The Next Level Photographers programs, you are granted permission and are encouraged to use our Resources. However, this does not permit you to share our Resources with your clients or other people not enrolled in one of our programs. Reproduction and distribution of our Resources without written permission from Dina Mande and The Next Level Photographers is prohibited. Clients caught sharing our Resources may be removed from our programs and/or face legal ramifications.

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

Welcome!

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 full Facebook & Instagram Ads course and program for photographers called,

“The Secret Sauce Campaign Method.”

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

<http://www.thenextlevelphotographers.com/free-mentoring>

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 dina@dinamande.com

Feel free to get in touch.

Thank you! Xo Dina

FIRST THINGS FIRST - YOUR FRIENDLY TONE

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.

PHONE SCRIPT - FIRST CONTACT ON THE PHONE PART 1 - THE OPENING - DISCOVERY

Phone script inspiration

"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, 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 Experience. (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)**** Is this a good time to chat for a minute? Okay great.

This (insert campaign here) has been so amazing for all of the ladies who've participated. It's such a wonderful confidence booster.

I'd like to set a flow for our call and here's what I'd like to do.

A big part of the project 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?

*****This is where you gently reinforce that "this is a promotion for my studio" so they are not confused and assume there is anything for free...**

If not using a campaign, just say, I'd love to find out more about you...

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.

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 more portraits with.

PART 2 - THE MIDDLE - YOUR OFFER & EXPERIENCE

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 \$399 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 photograph 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 - 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.

(((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.

PART 4 - BOOK THEM IN

If all that sounds good, shall we look at a calendar and pick a date? Great! Again, it's \$399 to participate. I'll take your card number to book your session. I can take Visa, Mastercard or American Express. Which do you prefer?

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!"

If they don't pick up.

If they don't answer an email or text.

If you get completely ghosted....

**These are topics that are covered in depth in my course,
"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...."

- Ask her all your questions.
- 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

**** **HEY, DINA, WHAT’S THIS “PROJECT” OR “SECRET SAUCE CAMPAIGN METHOD” YOU’RE TALKING ABOUT?**

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 to 10X your leads and get more information about how I create marketing makeovers for photographers.

www.thenextlevelphotographers.com/free-mentoring



[Thank you again so much for checking out my script. Please let me know how it works for you!](#)

[Join my FREE FB GROUP, “THE NEXT LEVEL PHOTOGRAPHERS” and let me help you get to your next level.](#)