

How to Connect with High-Level Entrepreneurs & Influencers

MODULE 6 SUMMARY

Lesson 6.0: Module 6 Overview

Welcome to the last Module of the StorySession System!

This module walks you through connecting with high-level entrepreneurs and influencers so you can focus on getting those 12 recurring clients.

Lesson 6.1: How Entrepreneurs & Influencers Look for a Photographer

Biggest struggles I have hiring someone to work for me is finding someone who is GOOD.

- SOOOOO many people who aren't good at all
- It's really important to me that the people I work with follow through and do their job well, or it could hurt my business.

I'll hire someone I have gotten to know in a FB group before hiring anyone else.

- I met my assistant Summer at a conference. She worked for Stu temporarily while his assistant was on maternity leave.
- Got to know her on FB, hired her a few months later

If I don't know anyone who does what I need, I'll ask around.

- First I'll look to colleagues
- Then in FB groups (if you look, you'll see people do this ALL THE TIME)
- It's much easier to work with a referral from a friend that I trust than to take a risk on someone they don't know.
- Plus, it's incredibly overwhelming to try and sort through all the thousands of photographers who come up when you search Google.

Building relationships and getting word-of-mouth referrals is absolutely key to getting booked. If you can become known for PBP, and you treat your clients REALLY well, you're going to have no problem getting booked.

- It may take a bit to get the first few people, but then things will accelerate quickly.
- In fact, focusing on building relationships takes TIME... You've got to play the long game... but it always pays off.

So in this module, I'm going to walk you through the exact methods I've used to become known by people like Stu McLaren, even if you don't know anyone now and don't have any connections to them whatsoever.

Lesson 6.2: How to Get on the Radar of High-End Entrepreneurs and Influencers

This is what traditional networking is like:

- Go to some awkward event
- Awkward small talk for a few moments
- Pitch your stuff to them either there or the very next day

I feel like most people approach networking like someone headed to the bar in the hopes of getting laid.

- They don't really care who it's with
- They don't actually care about the other person
- They will say whatever they need to in order to persuade someone
- They only care about themselves and what they want

That is NOT what we are doing. We aren't going to "network" in any traditional sense of the word.

We are going to build relationships with people.

- True relationships take time + are a win-win for both people
- They help you decide if these are the right people for you or not
- They will know you ask the PBP expert and refer to you anyone looking for one
- At the right time, it's totally appropriate to pop the question and see if they'd like to work with you, too (if they don't ask you first!)

ANYONE can do this, even if you're introverted, in a rural area, or don't know anyone.

It's not just who you know, it's WHO KNOWS YOU. So let's dive into how you do this.

Lesson 6.3: The Fastest Way to Get Noticed

If you're going to get noticed by a high-end entrepreneur or influencer, you've got to bring something of value to the relationship.

Now, this doesn't mean that we have to shoot for free (although that can be very effective in certain situations)

We just have to spend a little time thinking about what these entrepreneurs and influencers need and want, and it becomes a little easier to see how we could bring value to the relationship.

The fastest and most effective way to get on their radar is by being on the other side of the Circle of Awesomeness.

Here are the steps:

1. Buy their stuff -- yes, costs money, but shows you're invested in relationship
2. Do their stuff
3. Put your story out there publicly for people to see, thanking the person
4. When they go to sell their stuff, share your story and help sell FOR them.
 - In groups
 - On you page
 - On IG/other platforms they use
 - Write a whole review on your website on how much you love their product (as a thank you, they might even link to you!)
 - Send people to their stuff, and tell them to say you recommended it.

Too expensive to buy stuff? Do the same with their free content.

Not relevant to you? I'll give you even more ideas in the next lesson.

Lesson 6.4: Other Ways to Get Noticed

Just like we want our clients to love the photos we take for them, entrepreneurs and influencers want their clients to find value in the things they sell.

Hear more negative than positive, only because people don't always think to share the positive.

- Get to know them and their business
 - Study their social media
 - Get to know their business really well
 - Figure out what they love, who they know, what is most meaningful to them, etc
 - When we first start dating someone, we spent loads of time just getting to know them.
 - Makes everything else on this list that much more impactful

- Be their greatest cheerleader and encourager
 - Can't buy kindness
 - Support means more than you may know
 - Must be genuine
 - There's someone I'm trying to connect with that I'm doing this to on Voxer...

- Thank them for how they've inspired or helped you
 - Alex Blackwelder did this to a well-known entrepreneur on IG, and that person read her comment on IG and recommended everyone hire Alex if they need a PBP!!!!

- Surprise & Delight
 - I made animated Gifs of Stu and posted to the group (be careful here)
 - During a Q&A session where everyone asked him for help, I asked if there was anything we as his students could do to help him grow his business
 - Send handwritten notes or treats. You can often get their P.O. Box from the bottom of emails. Do tell them if it's a PO Box so they can watch for it.
 - Send stuff to their kiddos.
 - Go to conferences they are attending and meet them (bring a small gift for them; bonus points if it's meaningful!)
 - You can make fun video surprises using Fiverr.com (like a birthday song!)

- Be the connector of awesome people
 - Throw a dinner or a live event that connects these people to each other (they want to network with like-minded people too)
 - Jayson Gaignard has a great podcast episode all about how to do this well and why it's valuable, so [check it out](#).

- Consistent Engagement over Time

- Meaningful engagement on social media.
 - Comment on posts
 - Reply to IG stories
 - You never know WHEN something will happen, but if you continue to do this consistently and add a thoughtful comment instead of just saying something short and generic like everyone else does
- TAKES TIME
 - Most people give up after a few weeks.
 - Dedicate 1-2x per week to do this
 - Doesn't need to take tons of time, but DOES need to be done sometimes for months if you aren't in their courses

- Where do you do this?

Publicly

- Social media
- Your website
- Review sites
- Their website

Privately

- DMs on IG
- Messages
- Emails
- Etc

Want more? [Subscribe to Community Made podcast by Jayson Gaignard](#). It's incredible.

Wanna help me out? Jayson is one of the people I want to connect with, so if you like his podcast, leave a review for it and mention that I recommended it to you.

Lesson 6.5: How to Find Your Ideal Clients

Be clear on what your values & interests are and who you want to reach

- Can't find them if you don't know who they are
- The more specific you can be, the better
- What kinds of online communities and platforms attract people with these values and interests?
- If only shooting locally with no travel, look for places locally that attract people with these values and interests.

Start doing online research to find the movers and shakers in this industry

- Join free online communities
- Search IG hashtags they might use and look at the top posts
 - Can do a location search as well to find the movers and shakers in your location
- Google search to find their websites

Go to conferences and live events where these people hang out

When you find one person, search for who they follow and are friends with.

- Awesome people attract other awesome people
- Many of the amazing people I know today I found through Stu and his community

It isn't EASY, because you have to have clarity, you need to really immerse yourself and do your research to find where people are online, but once you do, things get way easier. It's TOTALLY worth it.

Here's what I want you to do:

- Make a list of at least 25 people you'd love to connect with.

Don't be afraid to think big.

- Most people think way too small.
- You can have some smaller/medium sized influencers on the list, but focus on people who could totally change your business and life if they recommended you.
- The bigger they are, the harder it will be to connect. You may even need to first identify with and connect with their gatekeepers first.
- May not be able to connect with everyone. That's ok. That's why we have a list.

Select Top 5 to focus on first.

- May find they aren't a good fit, and can move on to someone else
- Still connect with the rest on social media, but don't make them your main focus yet
- Hard to say how long it will take - some take longer than others.
- WORTH IT.

If you really connect with even one person who also has a strong network of similar people, that might be enough to get you fully booked. For example, the majority of referral requests I've gotten have come from entrepreneurs in Stu's Tribe group.

- BE CONSISTENT

- I can't stress this enough.
- You don't know WHEN it will happen, but eventually, they'll take notice of you and ask who you are.
- Ray Edwards at MM asking me what I did
- So rare that people don't push themselves on others
- They WILL take notice, just might take a bit
- Be patient. It's all worth it.

Lesson 6.6: What to Do Once You Have Their Attention

Once you have the attention of your ideal client, WAIT.

Err on the side of being overly cautious and instead **continue nurturing**.

- This is when they get to know you and begin to trust you
 - They will learn that you are a Personal Brand Photographer.
 - They will get to know you and your business a bit more.
- This is NEW to them, since they didn't notice you previously, so you need to give them time to get to know you as well.
- Make helpful suggestions about how they could leverage pro photos.
 - Do it in a way that is genuinely helpful and that they could do without having to hire you.
 - Show your expertise in small, easy ways that help them get wins.
- Eventually, you can send the ["First Chance Script" from Module 5](#) if they haven't asked to work with you already.
 - Be really non-pushy
 - No pressure
- If they want to work for free, you have a choice
 - Say NO, explain you can only take a very limited number of clients
 - Say YES, but on a one-time basis and explain that you are focused on getting long-term recurring clients
 - If **they** ask to do this free and you don't offer it, it's totally fine for you to tell them you'd like them to do one SM post or something that is specifically about the experience and links to you in some way so that it's win-win. (If YOU offer a free shoot, I would not ask for this. I'd do it with no strings attached and let them know that--likely they'll mention you anyways!)
- Don't stop nurturing the relationship if they say NO
 - You never know where this may take you
 - Keep being awesome and supportive
 - May still get referrals when people ask them if they know a good photographer

Lesson 6.7: How to Get 12 Clients

If you've implemented everything in this course, you've now got everything you need in place to do PBP successfully.

This is what I want for you and see in your future:

- Get a steady stream of clients that value you
- Worry less about cash flow
- Simplify your marketing for booking
- Do more work that you love and spend more time caring for your clients

To get there from here, it's just a matter of time and really focusing on building relationships consistently, so you can move from one milestone to the next.

Milestones:

- Decide to pivot into PBP -- DONE
- Do first one-off paid PBP session (may be discounted)
- Get first recurring client
- Get 12 Recurring clients

I'd love to help you get 12 recurring clients in your business going forward.

I have a membership that is JUST for people who have taken the course that is specifically to help support you as you continue putting what you learned here into practice.

- Private fb group just for Get 12 members with access to me as you implement stuff!
- Monthly Implementation Tasks to help stay consistent
- Monthly Q&A sessions where I answer every question I'm asked using my Q&A form
- Weekly Laser Coaching Calls released to the group
 - 15 min pre-recorded one-on-one coaching about one specific question.
 - You can apply to be my member of the week and get in-depth help from me.
- Small monthly fee to join.
- Only open for a few days after I run the course, so you'll want to [learn more now](#).

Finally, I want to celebrate your successes and hear about your experience in the course.

- Please take a few moments to [fill out the feedback form](#).