

**WORKBOOK**



by Mark Rossetto

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# BUSINESS BOOTCAMP

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# BOOTCAMP



- 01** CLIENTS ARE MADE, NOT FOUND
- 02** GET WITH THE TIMES OR GET LEFT BEHIND
- 03** MAXIMISE YOUR SALES
- 04** MARKETING INSIGHTS

Hint: I suggest you print out this workbook as a two-page up and follow it through the Business Bootcamp

© Mark Rossetto Coaching



# ***Hello & Welcome***

Mark is an award-winning double master photographer (AIPP, WPPI), public speaker, and qualified Life and Photography Business Coach.

At 25, he transformed his photography passion into one of Melbourne's top family and wedding studios photographing approx 500 families and 20 weddings per year.

He later moved to Queensland with his wife & 2 kids after selling the business.

Now, Mark teaches photographers to build successful businesses, leveraging his marketing and industry expertise to create global success stories.

His charismatic and outgoing personality, along with his dedication to helping others succeed, make him a popular speaker and MC.

He is known for uniting the photography community through Australia-wide industry nights, which bring together top industry professionals and photographers for networking, education, and fun.

In 2023, Mark co-founded the Professional Photography Business Network (PPBN), fostering a supportive community of photographers, industry leaders, and change-makers to drive business growth.

***THIS BOOTCAMP IS DESIGNED TO BE SHARP, IMPACTFUL,  
AND LOADED WITH PRACTICAL TOOLS TO MAXIMISE  
YOUR MARKETING AND SALES STRATEGIES.***

# Set Your Intentions

Why have you decided to invest your time, attention and energy into improving your photography business?

**What would you like to get out of the business bootcamp?**

**What are you really good at in your business?**

**What area do you know needs some education and training?**

**What does your dream photography business and life look like?**

# 01

## CLIENTS ARE MADE, NOT FOUND

Transform your photography client acquisition approach by building strong relationships. By understanding where clients are at in the buying journey, you can connect with them on a whole new level. This will provide exceptional value through personalised services, turning clients into raving fans to maximise your sales!





## CLIENTS ARE MADE, NOT FOUND

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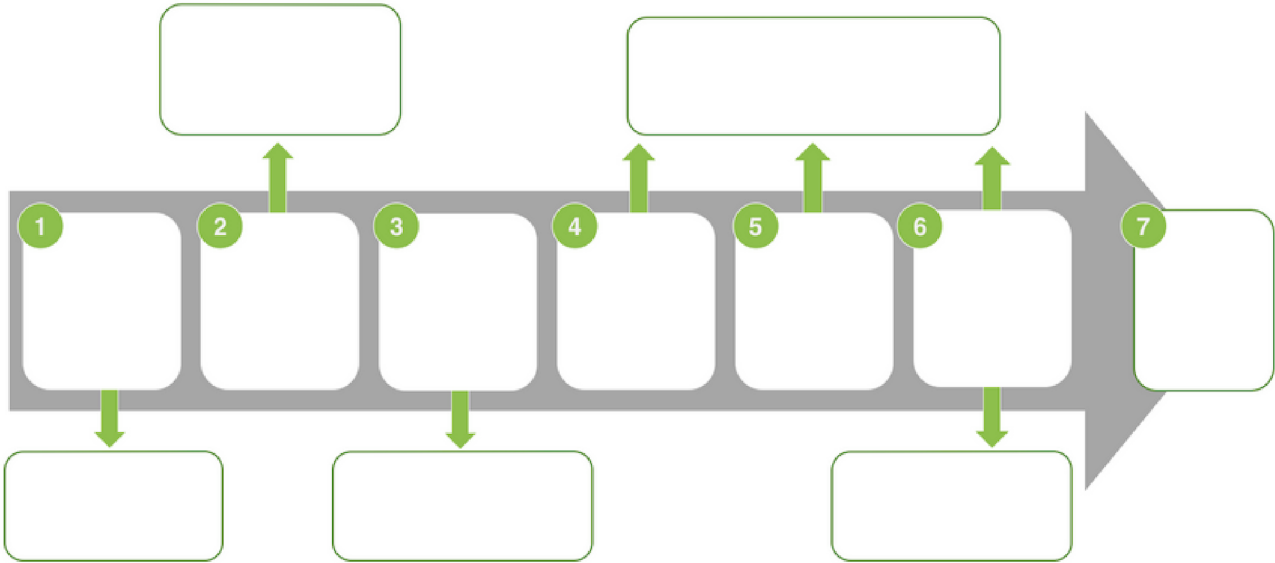
### YOURSELF

- ✓ Photography & Editing Style
- ✓ Business Model, Products, Price list
- ✓ Your branding
- ✓ Website & Print Collateral
- ✓ Systems & Workflow
- ✓ The client experience
- ✓ Right information at the right time
- ✓ HOW PREPARED ARE YOU?

### THE CLIENT

- ✓ Built Desire, Trust, Excite, Inspire
- ✓ Do they understand what you do?
- ✓ Right information at the right time
- ✓ Have you set the expectation?
- ✓ Fill out all the forms
- ✓ Followed the studio workflow
- ✓ Information to make the right choices
- ✓ HOW PREPARED IS YOUR CLIENT?

**CLIENTS ARE MADE, NOT FOUND**



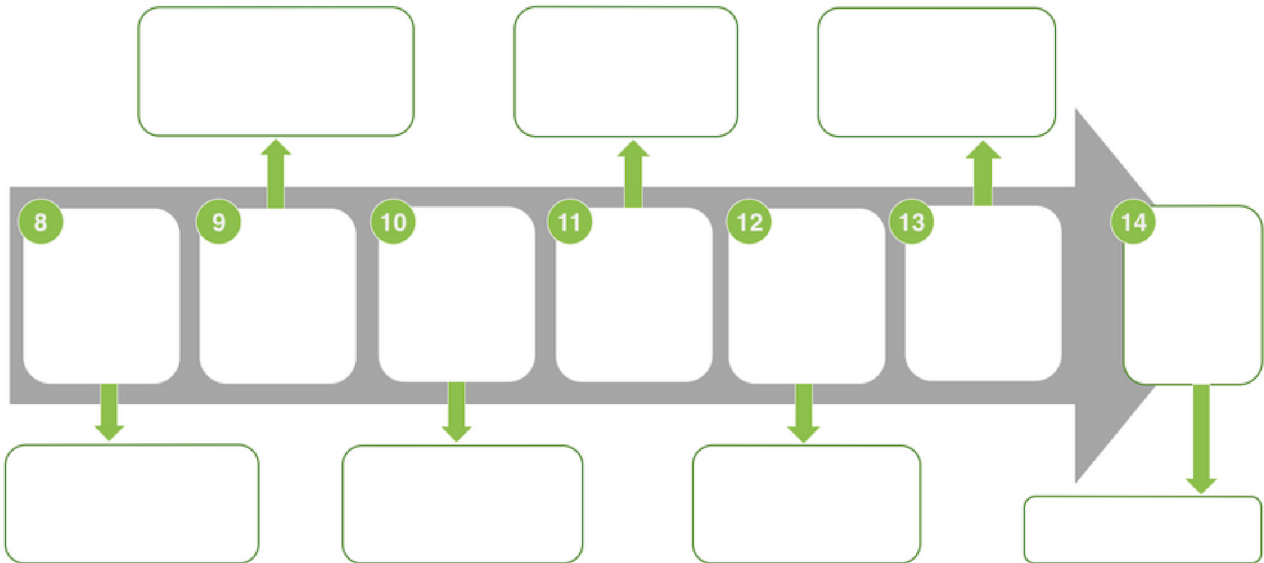
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**CLIENTS ARE MADE, NOT FOUND**

# 10 ways to make a client

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**CLIENTS ARE MADE, NOT FOUND**

# 10 ways to make a client

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**CLIENTS ARE MADE, NOT FOUND**



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## CLIENTS ARE MADE, NOT FOUND

# What's Next?

### Learnt

- 1.
- 2.
- 3.

### Do

- 1.
- 2.

### Excited By

- 1.

Look out on the “*PPBN FB Group Page*” to join the conversation about today's topics



# 02

## GET WITH THE TIMES OR GET LEFT BEHIND

Stay ahead with a strong business mindset in the ever-evolving market of VA's, AI, automation, and technology. Learn how to leverage these tools to streamline your business and continually innovate as new technology emerges. Enhance every aspect of the client journey—from marketing to operations, workflow, and shooting—by integrating cutting-edge solutions to stay competitive and efficient.





**GET WITH THE TIMES OR GET LEFT BEHIND**

# **Get your head in the game**

**1.**

**2.**

**3.**

**4.**

**5.**



**GET WITH THE TIMES OR GET LEFT BEHIND**

# Get your head in the game

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**GET WITH THE TIMES OR GET LEFT BEHIND**

# **AI & Software**

## **1. CRM**

## **2. IMAGE AND WORKFLOW**

## **3. MARKETING TOOLS**

## **4. SOCIAL MEDIA**

## **5. OUTSOURCING**

**GET WITH THE TIMES OR GET LEFT BEHIND**

# Time management

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Time	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Start Each Day	Know your numbers	Calls / Emails	Calls / Emails	Calls / Emails	Calls / Emails	Calls / Emails	Closed
9 -10:30am	Know your numbers	Calls / Emails	Calls / Emails	Session	Session	Session	Closed
10:30 - 12pm	Follow up Calls/emails	Calls / Emails	Production Day	Session	Session	Session	Closed
12 - 1:30pm	Edit client work	Marketing	Production Day	Session	Session	Session	Closed
1:30 - 3pm	Edit client work	Marketing	Production Day	Session	Session	Session	Closed
3 - 4:30pm	Edit client work	Marketing	Production Day	Session	Session	Session	Closed
4:30 - 6pm	Closed	Closed	Session	Closed	Closed	Closed	Closed
6 - 7:30pm	Closed	Closed	Session	Closed	Closed	Closed	Closed
7:30 - 9pm	Closed	Closed	Session	Closed	Closed	Closed	Closed

## What's Next?

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- 2.

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# 03

## MAXIMISE YOUR SALES

Unlock new opportunities to maximise your sales with an optimised Client Fulfillment System. This is crucial for achieving significant sales and turning clients into enthusiastic fans.

A seamless client experience can mean the difference between a client spending \$500 on digital files or investing \$3,000+ on premium products. If your business isn't running smoothly through the client experience, you might as well be throwing money away.









## MAXIMISE YOUR SALES

# Act like a business owner!

### PRODUCT RANGE

### WHY THAT PRODUCT?

### PRICELIST TIPS

### A + B + C + D + E = \$\$\$

### DON'T BAIT AND SWITCH!









# What's Next?

## Learnt

- 1.
- 2.
- 3.

## Do

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- 2.

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# 04

## MARKETING INSIGHTS

We will walk through a number of proven marketing strategies to attract clients in 2024 and build a marketing system that consistently generates leads for your business.

It's more than just posting an offer on social media and hoping for sales. You'll learn effective techniques to ensure a steady stream of clients.



# How's business?

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## MARKETING INSIGHTS

# Mark's Top 12

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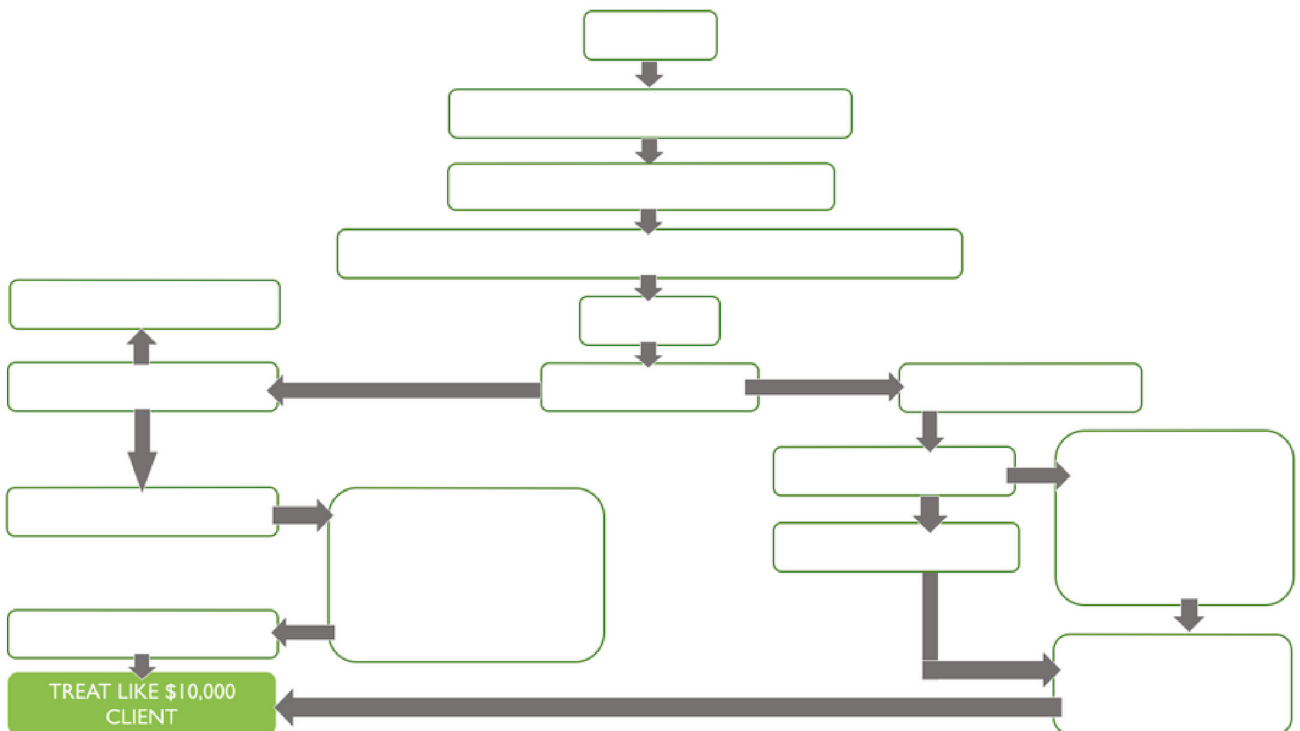
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**MARKETING INSIGHTS**

# Mark's Top 12

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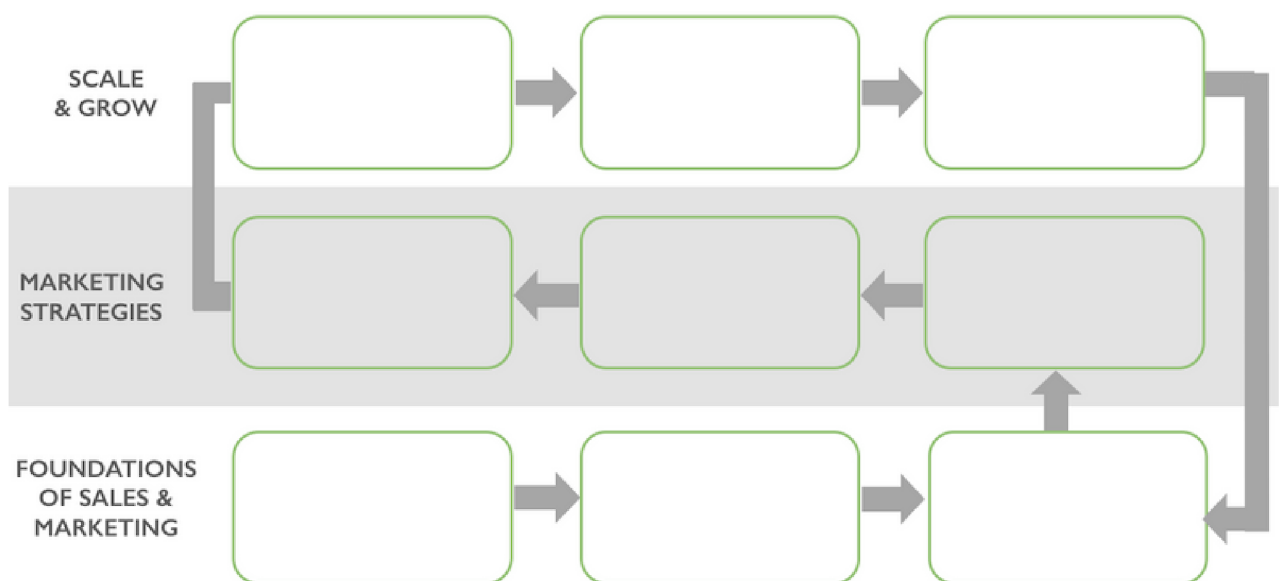
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**MARKETING INSIGHTS**

# Mark's Top 12

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**MARKETING INSIGHTS**

# Mark's Top 12

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# MARKETING INSIGHTS

## Mark's Top 12

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"When you fail to plan, you plan to fail" **MARKETING YEARLY PLANNER** MARKROSSETTO PHOTOGRAPHY COACHING

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
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31	31	31	31	31	31	31	31	31	31	31	31

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# What's Next?

## Learnt

- 1.
- 2.
- 3.

## Do

- 1.
- 2.

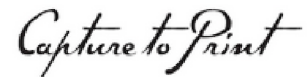
## Excited By

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# INDUSTRY PARTNERS



## Thank You

*“Over the years, we have seen many of his clients dramatically grow their businesses with a consistent increase in product orders month after month, year after year. The systems, processes and ideas that he tailors to each studio in each market, help them to run well functioning studios that sell large quantities of products and generate significant profits. Time and time again, we have seen studios accelerate rapidly after his coaching. The studios he coaches shoot more sessions, have higher average sales, are run more professionally than other studios and order more artwork and finished products. We have the stats and the results speak for themselves.”*

**Liam Tovey, Managing Director / Owner, BPRO/Brilliant Prints**

*“Over the past 30 years I've been working for Seldex and we've had plenty of photography coaches come and go. But I must say, Mark Rossetto has to be the most constant throughout the years. His industry knowledge and ability to help a wide range of photographers from those just starting to seasoned professionals, to the different genres from Wedding, Portrait, Family, Pets, Newborn, is mind-blowing. We've seen first hand the increase in product orders and sales from photographer's Mark has worked with directly.”*

**Nicole Fitzpatrick, Sales & Marketing Manager, Seldex Australia**



## ***Work with Mark***

"I EMPOWER PHOTOGRAPHERS TO BUILD THRIVING BUSINESSES WITH A HOLISTIC APPROACH, PROVEN WORKFLOWS AND MARKETING STRATEGIES TAILORED TO SUIT YOU AND YOUR LIFESTYLE."

Over the years Mark has been working with and helping 100's of photographers from all over the world to create successful and sustainable businesses through 1:1 coaching.

He helps people on an individual basis and not put them in a one-size-fits-all box.

So...no matter where you live in the world, what age you are, what genre you shoot and what level of experience you are, there is always a way to create positive changes in your life and business.

***BOOK YOUR FREE 20MIN  
COACHING STRATEGY SESSION***

***[www.markrossetto.com](http://www.markrossetto.com)***



# Professional Photography Business Network

## ***Connect, Collaborate & Learn from the best Photographers in the Industry***

Building a successful Photography Business is hard! The Professional Photographers Business Network (PPBN) is here to champion, connect and support Photographers, Industry Leaders and change-makers to help to supercharge business growth.

Masterclass 28+  
PPBN.TV Interviews 70+  
Live Training Recorded Session 25+  
Exclusive FB Group Community  
Business Tool Kit  
Social media Prompts  
Premium Directory  
Supplier Perks

Whether you're just starting out or a 7 figure Photography pro, rent a commercial space or work from home – the PPBN will help you level-up, accelerate your learning and get support from some of the smartest people in the industry.

**Get your 30 days FREE Trial with Coupon code  
"BOOTCAMP2024"**

***[www.ppbonline.com](http://www.ppbonline.com)***



MARKROSSETTO  
PHOTOGRAPHY COACHING

Professional  
Photography  
Business  
Network

# Contact Us

(Pretty much any way you like... but phone or email is best!)



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