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It doesn't matter if you're an experienced photographer who would like some extra help, or if you're still getting your business established ...

... if you're interested in finding out how I can help you move into a space where:

- you can significantly increase your profits
- you're not being burned out from being overworked and underpaid
- you're confident in what you're doing when it comes to marketing and promotion
- you have a strong support network to guide you every step of the way in your marketing, pricing and photography

... then stick around, because I'm going to show you everything that we have, and how you can be the **ONLY** photographer in your area that has access to all of this, giving **YOU** the edge over your competition.

This is what I'm talking about ...

The Real Estate Photography System is a coaching and training group that will help you improve your photography and editing skills, provide you with a done-for-you marketing program, and work alongside you to build a profitable photography business.

Does it work? Absolutely! Later on I'll provide you with feedback from some team members, but now let's go through it all so you can see what's available.

We've got three different membership levels available for you, depending on your budget and what your particular needs are.



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What's included with a Basic Membership?

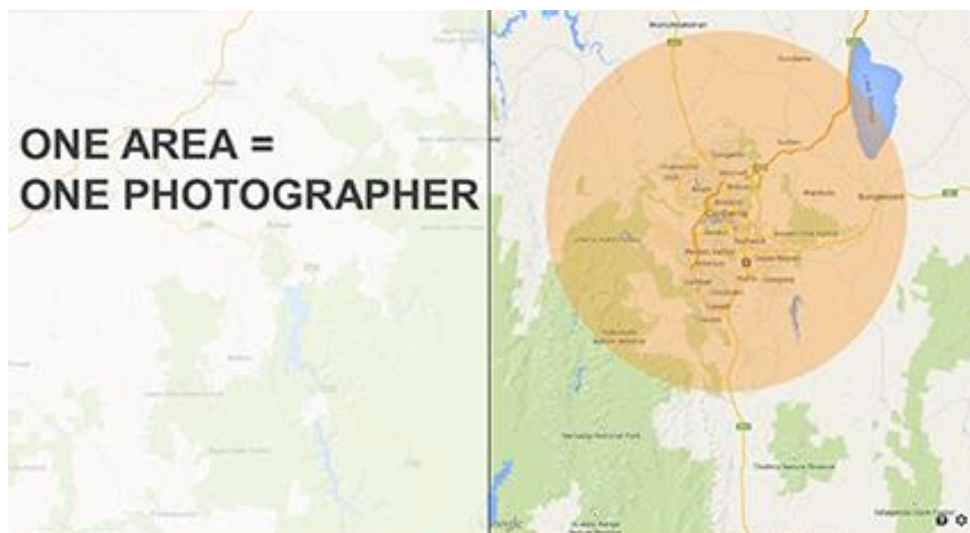
Our membership levels start with the Basic Membership, and what you see here is included at all membership levels. So no matter which membership level you select, you receive:

Area Exclusivity

Area exclusivity means I'll only work with one photographer in any city or region. So once you join, I won't work with any of your competition. But if one of your competitors gets in first and signs up as a member, then you'll be the one who misses out.

I can't stress the importance of this. I've had quite a number of photographers desperately wanting to work with me not knowing that I'm already working with one of their competitors, and I have to give them the news that unfortunately I can't help them because someone else got in ahead of them.

Here's an example. This is a map of Australia's capital city, Canberra.



It's not a large city, just 385,000 people, and I would only work with one photographer in the area that's shaded. It's basically an area that's large enough to be covered by a



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photographer without needing to add any extra travel charges, so about a 45 minute drive out from the center point in any direction. That's what I mean by area exclusivity.

Now different towns might have different areas, and each town or city will be considered on a case by case basis, but that gives you a rough idea.

Done-for-you Marketing Resources and Training

What about marketing? Whether you're an experienced photographer who has been shooting architecture or real estate for many years, or if you're just starting out, what do you do to attract new clients, and keep your old clients coming back?

You use the marketing system I've put together, with at least 14 different ways to bring in new clients, and more techniques being added to that list regularly.

In fact, to make it as easy as possible I've created a **marketing calendar** for you, with short, simple activities for you to complete every day. So all you have to do is look at the calendar each day, and get things done using the tools and scripts I've already put together for you.

So imagine what it would be like to have a complete marketing system at your fingertips, ready to bring in extra clients?

Would that help you feel a little more confident approaching an agent or business owner in your area? I'm sure it would – because this is exactly what I wish I had when I was shooting.

I'll also provide you with tools to approach the owner or broker in a real estate office, together with a follow-up system and a scripted sales conversation so you know exactly what to say as you chat with them about what you do and how you can help them.

What about cold calling? Yes, we have that covered too with a script you can use so you know exactly what to say, plus a really simple, easy to use method for arranging a face to face meeting with just about any real estate agent in your area. This method is like a universal key that will open the door to almost any client you want. A lot of photographers have tried cold calling and it didn't work for them – that's probably because they weren't using the right technique. I'll show you how to do it and it really works.



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What do you say on the phone when someone calls asking for a price? We've got a 5 page script you can follow. And this is important because if you just send them your price list it's possible that you'll never hear from them again, and we don't want that to happen.

What else do we have here? We've got training and material for you for:

Office presentations, all laid out for you so you know exactly what to do.

How to approach executive leasing companies so that you can move beyond shooting homes for sale.

We've got tips on how to get past the person on the front desk so you can speak to the decision makers.

A follow-up sequence that you can send to agents if you don't hear from them for a while. We call it the 'lost client sequence'.

A really funny marketing piece for agents and other businesses that always gets the attention of those who haven't heard of you before.

How to connect with the top real estate agents in your town or city. Seriously, if you do this, you will be able to meet with them.

A resource that practically locks agents in with you so your competition doesn't even get a look in.

I'll also provide you with additional profit building activities you can do if you experience those long quiet periods during winter when the real estate market shuts down. So if real estate photography goes quiet for you for a few months, I lay out exactly what you need to do so you can keep the money coming in.

A system that's fantastic for reaching out to local businesses so you can provide photo and video services for them.

What about architects, builders and hotels? Yes, we've got marketing tools so you can approach businesses outside of real estate as well. If you want to be doing more photography for those commercial clients, these tools will help to connect you with the right people, and position you as the best choice for a photographer in your area.



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We also have a detailed quote document so you can send a thorough, professional quote for your photography services. I've written it for you as a Word document, so all you need to do is make a few changes to suit the specific quote and then send it out.

I've also provided a proposed structure for your fees, and Terms and Conditions so you're suitably covered for any commercial shoot.

So you get those tools to help you attract these new clients, but **what do you say when you're in a meeting with them**, whether they're a real estate agent, an architect, or the marketing director for a hotel chain?

We've got you covered there too, with a **fully scripted list of questions** so you can walk them along the path you want them to go, and have them absolutely in awe of you and what you can do for them. This is absolutely brilliant and you will love this sales conversation script I've prepared for you to use.

Monthly newsletters for your clients

Staying in touch with your clients is important, and whilst newsletters are great you could probably expect to take one to two days every month just to get the content written, designed, and organised. Or, you can have me do it all for you.

Each month I put together a new newsletter that you can send to your clients, and all you have to do is make a few minor changes and then send it out.

How much is one or two days worth to you? \$200 a month? Maybe \$1000? I'll write your newsletters for you, so you can spend that time being paid to take more photos.

Online Training and SEO

With my training videos and resources, you'll know what you need to be doing, and what you should avoid, when promoting your photography business through social media, websites, and online marketing.

In terms of SEO, there's detailed training that teaches you **how to get found on the front page of Google**, and that's really important. If you're on the second page then hardly



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anyone is going to find you, and you'll be lost in the crowd. When I was running my photography business, I was always on the front page, and that was for a wide range of search terms. And it made such a difference, as I was getting a lot of enquiries from new clients who found me when searching for an architectural photographer or a real estate photographer.

We also have an **online search engine ranking system** called REP RANK where you receive a report each week giving you updated data on where your website ranks for multiple search terms in your area, as well as a continuously updated audit of your website and an online marketing plan. Knowing how you are tracking for specific search terms can guide you as to what changes you need to make to your website.

We've also got a lot of training on how to use Facebook, including:

- Training in Facebook advertising
- Done-for-you retargeting campaigns for Facebook
- How to find the right people so that your Facebook ads get in front of your dream clients

We also go deep on LinkedIn, where I'll show you:

- how to setup your perfect LinkedIn Profile
- what to share with your connections
- how to approach potential clients
- what to say when you follow up with them
- and how to arrange a meeting with those potential clients so you can take your relationship offline where the real deals happen.

A directory listing at [BestRealEstatePhotographers.com](https://www.BestRealEstatePhotographers.com)

Getting your business found online is a significant bonus for a photographer, and so you want to be found in as many places as possible. If you're not yet on page 1 of an online search then hardly anyone is finding you. And if you are already on page 1, then you want as many listings up there as possible to increase your chances of a visit to your site.



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To help you with your online search results I've built a photographer directory at www.bestrealestatephotographers.com that is exclusively for REPS team members. All you need to do is submit your information and images, and I'll create a comprehensive listing for you. This site is setup to rank well, and most of the current listings are on the 1st page of an online search result for a real estate photographer in their area.

Explainer video templates

We've also got a series of explainer videos that you can use on your website and social media channels. These are a mix of animated videos and others that are pre-made so you can scroll through them, choose the one you want, submit your details and we'll create a custom version just for you.

These are brilliant for sharing on your homepage, your About Me page, or on any of your social media channels!

Pricing

How should you price your services? When should you raise your prices? What about discounts?

Getting your prices right is one of the most critical elements to your success as a photographer – and so **I'll help you work through the issues so you can make a profit.**

We're going to track this using an Excel document that I've had custom designed for photographers like you, and that will tell you what you should be charging for each of your photo shoots.

In our pricing section I've also got:

- pre-made **pricelists and tables**
- pricing **information packs** to send to prospects
- scripts for **upselling** your services
- **educational reports** so clients understand the extra value you deliver



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- 16 different ways to respond to **pricing objections** from clients who want a cheaper price
- Scripts for following up with **prospects that didn't book a shoot**

... and more!

Photography Training

This System also includes photography and editing training, with a continuously updated series of videos where I share my techniques and what's worked for me in shooting architecture and real estate for the past 16 years. I hold nothing back, and will share absolutely everything I know.

Having photographed thousands of homes, and encountering some unique challenges, I've discovered the short cuts and methods that can help you out when you face them. What I'd like to do is help you to improve the quality of your work, **so you become a better photographer much, much quicker than if you were going alone.**

Do you remember that story I told of how much my business changed once I got my photography going well? Would you like to turn your business around like that?

If your photography skills aren't yet at the point where you want them to be, then this will definitely help.

Add-on services

McDonald's famous line "Would you like fries with that?" brings in an extra \$28 million per year in sales, and you can do it too by upselling clients to extra services.

So I'll show you how to sell and deliver floorplans, how to **shoot video tours** and guide you on the gear you need, what to do in order to deliver video marketing services to local businesses and more so you're not just limited to real estate photography.

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What's included with a Group Membership?

So all that you've just seen is available to every member. What I would like to show you now are the extra features available at our Group Membership level:

Weekly Group Coaching Calls

Once you step up to the Group Membership you can join me and other members of The Real Estate Photography System **on a group coaching call every single week**, and they are sensational! In fact, they are so good that we run two calls each week to maximize the opportunities for team members to join in with the call. If you can't make one time slot hopefully you can make the other one, and we cover the same material in each session.

Maybe you're well established as a photographer, and maybe you're happy with your marketing – these are still going to help you.

You see, our weekly group coaching calls give you the chance to learn from other photographers, stay motivated, and receive feedback on your entire business. There are just so many benefits to having a team of people around you instead of being on your own.

We also have special guests on these calls, such as website design gurus, leading commercial photographers giving advice on working within the commercial space, sales training experts, time management and productivity experts and pricing specialists with some stellar advice on pricing – and I know how much of an issue that is for a lot of you.

So as you can see, it's not just me that you're getting, but **a team of people who are experts at what they do**, and during these group calls you can interact with our special guests, ask them your big, burning questions, and learn from the very best.



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And access to these people is not cheap. In fact, if you were to chat for one hour with all of the guests we'll be having, it would cost you a LOT of money. The fact that access to all of these people is included with your membership makes this a pretty good deal.

Also, **all group coaching calls are recorded**, which means all of the group coaching calls we've had so far are sitting and waiting for you, and you get instant access to every single call as soon as you join this program. So all of those great calls I just spoke about? Yes, they're all there for you right now!

A Private Facebook Group

Group members also have access to our private Facebook Group, and that's a great place for you to meet and share with other photographers around the world. And because of our area exclusivity, you can share things openly because you don't have to worry about your competition being there - you'll be the only photographer from your area that I allow into the group.

I'm there in the Facebook Group every day as well, so if you have any questions about anything at all I'll be there to jump in quickly to help you on your way.

A Private LinkedIn Group

Finding content to share online each day takes a lot of time, and as a result it's an activity that is often neglected by photographers. To help you share content on LinkedIn, Facebook and elsewhere I provide a daily selection of links to content that team members can share through their social media channels. So rather than spending time looking for something, I find a few ideas for you so all you need to do is copy and paste the material into your status update each day and you're done, saving you valuable time.

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What's included with a Premium Membership?

When you step up to the Premium Membership you receive everything that's included in the Basic Membership *and* the Group Membership, but you also receive:

One-to-one Coaching

We'll get together twice a month to have a one-on-one chat about where you're at, what issues you're currently facing, what steps you've taken, and what you need to do next to keep your business moving forward. I'll be keeping you accountable so you stay on target and get things done.

How would you benefit from having a coach?

For the same reason even the most elite sportspeople need coaches. Take a look at Rory McIlroy, one of the world's best golfers. Or Usain Bolt, or Maria Sharapova. These people all excel at what they do, yet they have a coach for the same reason why a coach can help you in business:

- A coach provides a second set of eyes and can **help you see things that you can't** because you're too close to the action.
- A coach can provide you with **a framework for moving forward**, so you have a plan for where you want to be and how you're going to get there.
- A coach can **guide you with their experience** or push you further than you think you can go, whether that's with your photography or the operation of your business.
- A coach can help you tidy up your technique or **show you a new way of doing things** that is easier, better, or more efficient.



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If you would like to work with me as your coach, I'll help you:

- ✓ address technical issues with your photography
- ✓ provide guidance on how YOU can best market your services and attract more clients
- ✓ address your individual needs as they arrive - so things like difficult clients, or quotes for unusual projects
- ✓ and act as a sounding board so you can feel confident in your decision making.

TESTIMONIALS

And what do the photographers who have experienced this say? This:

"Wonderful marketing materials and ideas. Networking with other real estate photogs. A mentor relationship with someone that is truly interested in our success."

- Bryant Payden

"The business was still quite new before I joined REPS, but after joining and receiving all the information needed to really lift the business I was able to turn it into a successful business in what I would consider a short amount of time."

- Shane Cullen

"Don't wait and join the REPS Program today. It does not matter if you are new to the photography industry or veteran, there are so many helpful documents, videos, tutorials on various topics that you will always find a solution, you will learn something new every day. REPS will help you grow your business."

- Tomasz Worek

"I would tell other photographers that no matter what stage your business is at, **the REPS community and resources can only help it become more profitable and rewarding.** One of the things that pulled me towards giving it a go was when Darryl said we should all be striving for a better "quality of business life"."

- Jon Kreider

"The best thing about this is the communication, valuable information and its wide variety. The support is amazing, **REPS is a valuable mentor and well worth every penny.**"

- Teresa Lane



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"The best part of what you provide is direction! Before it was a little like walking around not really knowing what to do to market myself. No idea what would or would not work, so much on the net telling me what to do, but not knowing which things would actually work. Everything now has an organization, I just have to figure out how to utilize it all."

- Mike O'Neill

So maybe you're thinking, "Wow, I can see how that would help me a lot, but what's it going to cost?"

We'll get to that really soon, including the 30 day trial offer, but before we get there, it helps to remember:

You are going to pay for your education and growth as a real estate photographer one way or another.

You'll either pay with money you're willing to spend on someone to teach you, or you pay the way I did and I still regret it, with your time and a lower income by doing it all by yourself.



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Here's what you'll be paying for access to The Real Estate Photography System:

Premium Membership

If you would like to get there faster by paying someone to teach you, guide you, and prepare your marketing for you, your investment for the Premium membership, which includes:

- **One-to-one coaching twice a month**
- **Group coaching calls** (including all of the calls we've ever had)
- **The private Facebook Group**
- **Area exclusivity, so you're the only photographer in your area that I work with**
- **The done-for-you marketing tools**
- **A monthly newsletter you can send out to your clients**
- **A listing at Bestrealestatephotographers.com**
- **All of the training modules on photography, pricing, offline and online marketing, and more.**

... is \$195 per month, or \$6.41 per day.



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Group Membership

The Group membership fee includes:

- **Group coaching calls** (including all of the calls we've ever had)
- **The private Facebook Group**
- **Area exclusivity, so you're the only photographer in your area that I work with**
- **The done-for-you marketing tools**
- **A monthly newsletter you can send out to your clients**
- **All of the training modules on photography, pricing, offline and online marketing, and more.**

... and the investment for this is \$139 per month, or \$4.57 per day.

Basic Membership

The Basic Membership fee includes:

- **Area exclusivity, so you're the only photographer in your area that I work with**
- **The done-for-you marketing tools**
- **A monthly newsletter you can send out to your clients**
- **All of the training modules on photography, pricing, offline and online marketing, and more.**

... and the investment for this is \$99 per month, or \$3.25 per day.



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In other words, you can **pay as little as the cost of a cup of coffee per day** to access all of this training, marketing, and support. If you can afford a cup of coffee, you can afford this.

DO YOU WORK IN A TOWN OR AREA WITH A POPULATION LESS THAN 100,000?

If so then I also have a special discount package available.

I offer this because I know that the opportunities to work as a real estate photographer in a smaller town with fewer real estate listings means less jobs, and I don't want any photographer to be held back just because they live in a smaller town instead of a major city.

To find out more send me an email with a note about the area you live in and the population of that area, and I'll send you pricing details for a town of your size.



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WOULD YOU LIKE A 30 DAY TRIAL?

This makes it really easy for you to decide, because if you join up before another photographer takes your area, you can take a **test drive of the full Premium Membership for 30 days for just \$99.**

So that's \$99 for Premium Membership for 30 days, instead of the usual fee of \$195, and that includes:

- One-to-one coaching
- Group coaching calls (including all of the calls we've ever had)
- The private Facebook Group
- Area exclusivity, so you're the only photographer in your area that I work with
- The done-for-you marketing tools
- A monthly newsletter you can send out to your clients
- All of the training modules on photography, pricing, offline and online marketing, and more.

... which is absolutely everything for 30 days for just \$99.

So what's the catch? Well, there isn't one. I just want you to be confident that this is something that's going to work for you.

There's also this:



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A 100% Money Back Guarantee

After that 30 day period ends, as a member you will have two choices:

1. **Decide that this isn't for you**, so you leave and I give you your money back. Yes, absolutely. If you're not happy, if you don't think this is going to help you grow and learn, then you don't lose a thing, because I'll give you all of your money back.
2. Or, if you think this is great and you want to keep on learning, **you can then choose whether you want to stay** with the Premium Membership or drop back down to the Group Membership or the Basic Membership.

Either way you can't lose. You get to test out the program, see what it's like, test out the photography training, all of the marketing tools, and the coaching program, and see if this is right for you.

If you like it, you choose which membership level you would like and then stay and enjoy all that we have available for you.

How does The Real Estate Photography System work?

The Real Estate Photography System is a membership program that works much like the licensing of a photo. **You pay a license fee to access the system**, and you'll be the only photographer I work with in your area for the period covered.

So pay a license fee to continue accessing the tools and training for as long as you want to use it, and if you ever choose to leave then you make your spot available to another photographer in your area.

While most photographers can't afford to hire a marketing manager full-time, by doing it this way those costs are shared amongst lots of photographers, and it brings the cost down to the price of a cup of coffee a day.



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If this sounds like something that will transform you and your business then you can test it out for \$99, and if you don't like it you'll get that \$99 back.

APPLICATION FORM

If you're interested you'll need to click on the link below:

[Apply Now To Join The Real Estate Photography System](#)

After clicking on the link above you'll be taken to an application form on my website where I ask a few basic questions, some numbers so I can get an idea of where you're at with your photography business, and some comments from you on why you would like to join The System.

Remember, I will only work with one photographer in each area or city.

If you have any questions whatsoever send me an email or a private message via the Real Estate Photography System Facebook page - <https://www.facebook.com/realestatephotographysystem>

Thank you for your time.

Regards,

Darryl Stringer – the Real Estate Photography System