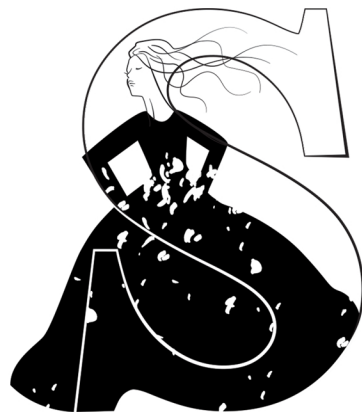

How To
STAND OUT
(in a saturated market)

a Creatives Guide by



**S A L T &
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SALT & LIGHT

Have you ever felt sort of invisible in your industry? Like there is this “cool kids club” that you just aren’t part of?

Do you feel like you are always 5 steps behind what your peers are doing?

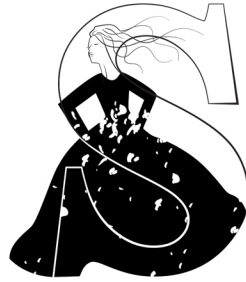
My friend, I know how you are feeling! Even after nearly two decades as a professional photographer, it wasn’t until I learned these 4 tips and actually applied them to my business, that I was finally able to break out from the crowd and build a business that is compelling and captivating to my kindred clients. It wasn’t until then that I understood how to truly *stand out* in a saturated industry.

Are you ready to move your business and brand forward this year? If so, start with these tips:

1. Lead with Heart.

Your dream clients are so much less interested in the cut and dry details of your business than they are in CONNECTING with you. In fact, they are far less likely to hire you unless they GET you. Today’s clients crave meaningful connections with others, it’s a byproduct of the increasingly digital age of our society. Real human connection is highly valued and increasingly necessary to cut through the digital noise.

How are you putting your heart into your business? Can your dream clients feel you? Consider whether what you are sharing is heart led and if not, make your message more meaningful.



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2. Niche Down.

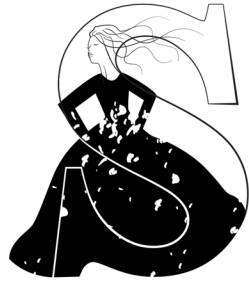
The number one mistake most new photographers make is to become a jack of all trades.

You wouldn't hire a plumber to decorate your home interior, would you? It doesn't matter if the plumber COULD decorate your home, what matters is getting the right person for the right job and that decision is based on your clients trust in you and confidence in your abilities. Businesses with very defined niches are considered specialists in their industry. And specialists have more inherent trust than someone who says they can do many different things. Which means they can charge a premium for that specialized expertise and their brand is clearer and more accessible than someone offering a broad range.

Let's say you are a Donut Photographer, you can bet that anyone who needs to have their donuts photographed will come to you over anyone else! Certainly over someone who "specializes" in newborn, couples, boudoir, wedding, event and pet photography.

When the guys from "Seinfeld's" wanted great soup, they went to the "Soup Nazi" eventhough it meant standing in a long line and following some crazy strict rules. The "Soup Nazi" knew how to stand out in a city where you can get a bowl of soup on every single corner. His brand niche was so specific that customers flocked to his counter trusting that his soup would be better than any other options out there because his specialty was just soup.

Are you confusing your clients/customers by offerng too many options? Do they see you as an expert at what YOU do?



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3. Think Different.

Imagine you are a client looking to hire a Wedding Planner for your big day. You go to a couple of wedding shows with your fiancée, you spend a heap of time googling, and you crowdsource your Facebook groups for personal recommendations.

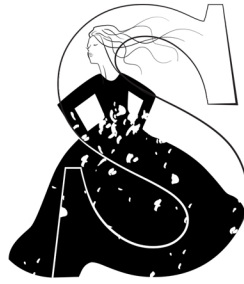
All standard practice these days, right?

So how do you get a client to stop looking once they come across your name? When a Facebook recommendation thread has 50 names of local Wedding Planner options, why would anyone choose you over another?

How are you communicating that you are different to perspective clients? Do you know your Value Proposition? (Do you even know what that is???)

Marketing specialists across the board suggest that this is the number one thing visitors should see on your website - **The reason a prospect should buy from/hire you rather than from your competitors.**

If you can't clearly articulate this message to your clients, you won't stand out no matter how good your work is.



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4. Fill the deeper need.

One of the biggest mistakes you can make in your business is not to understand the deeper needs of your clients. These are values, desires, and beliefs that actually motivate their decisions and feelings. These are the intangible things that are sometimes hard to articulate at first.

You might think a big brand like Coca-Cola is in the business of selling drinks but you'd be wrong. The marketers at Coke know that what they are actually doing is selling "Happiness" to millions of people who connect the idea of drinking it's beverages with a feeling of happiness. They meet a need that most of us aren't likely aware of but when identified feels completely true and relatable.

When prospective clients are seeking your product or service, it isn't just because they need a florist or HMUA or custom painting, there is always a deeper need that drives the transaction.

Interested in learning how to uncover those deeper needs for your clients/customers?

Start an Emotive Brand Film project with me and I will give you the tools and tricks to find and meet those deeper needs for your dream clients and establish why you are the perfect choice for them over all others.