



Elevate: Master Marketing and Create Momentum: The Workbook

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Workbook Chapter 1: The Leap from Learning to Earning

1. Framing the Chapter

Why this matters:

You can study forever, polish your website endlessly, and tweak your gear list till you're broke. None of it matters if you don't decide to cross the line from "learning photography" to "earning as a photographer." Phase Two is about momentum, not perfection.

This chapter is your line in the sand.

2. Exercises

A. Permission Slip & Commitment Contract

Write it. Sign it. Pin it above your desk.

Template:

"I, _____, give myself permission to act as a professional photographer starting today.

Over the next 90 days, I will land 3-5 paid assignments in my chosen niche.

I commit to showing up every week, even when I'm scared, tired, or not ready.

Signed: _____ | Date: _____"

B. Fear Audit

List the three biggest fears holding you back, then write one concrete counter-move for each.

Fear	How It Shows Up	My Counter-Move
Example: "No one will hire me."	I hesitate to send emails.	Send one email a day for 2 weeks no matter what.

Your turn:

Fear	How It Shows Up	My Counter-Move
1		
2		
3		

C. The 3–5 Assignment Map

Define what landing those first jobs really means. Don't just say "clients"—name them, describe them, and outline your first touch.

Steps:

1. Target 1 (name/industry) → First touch: _____ → Next step: _____
2. Target 2 → First touch: _____ → Next step: _____
3. Target 3 → First touch: _____ → Next step: _____
4. (Optional) Target 4–5

Note: These aren't dream brands.

These are reachable businesses you can contact this week.

3. Reflection Prompts

- What will change in your life when you cross the line from learning to earning?
- Who benefits when you succeed (family, clients, community)?
- What's the worst that happens if you fail—and what's your comeback plan?

4. Weekly Action Plan (tear-out style)

Do This This Week

- Write and sign your Permission Slip.
- Complete your Fear Audit.
- Identify 3–5 reachable targets and write their first touches in your Assignment Map.
- Take one action toward each target (an email, a call, a DM).

5. End-of-Chapter Checkpoint

- I have signed my Permission Slip.
- I have listed my top 3 fears and counter-moves.
- I have named at least 3 specific target clients.
- I have taken one action toward those clients.

When all boxes are checked, you are officially in Phase Two.

Workbook Chapter 2: Building a System, Not Just a Portfolio

1. Framing the Chapter

Why this matters:

Most photographers confuse having a portfolio with having a business. A portfolio is proof of skill, but a business runs on systems. Without a system, you're guessing every week about how to find work. With a system, you know what to do Monday morning to create momentum.

This chapter helps you build a simple, repeatable system: Outreach → Content → Follow-up.

2. Exercises

A. Weekly Rhythm Builder

Define the minimum weekly actions that keep your business moving. Even if life gets chaotic, these are the non-negotiables.

Pillar	Actions per Week	Your Notes
Outreach (emails, calls, DMs)	3-5 touches	
Content (posts, BTS, blog)	2-3 pieces	
Follow-up (warm leads, past clients)	2-3 follow-ups	

Busy-Week Variant: What's the absolute minimum you can do when life/work gets overwhelming?

Outreach: _____

Content: _____

Follow-up: _____

B. Tools Quick-Start

Pick your tools now so you don't stall later. Keep it simple. One tool for each function is enough.

Function

Tool You'll Use

Lead Tracking (CRM or spreadsheet)

Calendar / Reminders

Content Templates / Storage

Optional: Write down one automation you'd like to add later (e.g., scheduling posts, email sequences).

3. Reflection Prompts

- Where in your week can you consistently carve out time for outreach?
- What type of content feels easiest for you to share (BTS, tutorials, project notes)?
- Which tools do you already know and trust—and which will you actually use?

4. Weekly Action Plan

- Fill in your Weekly Rhythm Builder with numbers that fit your reality.
- Decide on your Busy-Week minimums.
- Choose your lead tracker, calendar tool, and content storage method.
- Do one full cycle this week: Outreach → Content → Follow-up.

5. End-of-Chapter Checkpoint

- I have set my Weekly Rhythm (Outreach, Content, Follow-up).
- I have defined my Busy-Week minimums.
- I have chosen my 3 core tools.
- I have completed one full system cycle this week.

When all boxes are checked, you have a working system—not just a portfolio.

Workbook Chapter 3: Your Niche Is Your Pitch

1. Framing the Chapter

Why this matters:

Generalists struggle to get traction. Clients need a clear reason to choose you, and that reason is your niche. A strong niche makes your pitch simple, your portfolio coherent, and your marketing magnetic.

This chapter helps you define your niche and align your proof with it.

2. Exercises

A. Niche Triangle

Use the triangle below to brainstorm. Fill in each side, then find the overlap. That overlap is where your niche lives.

Category

Your Notes

What I Love Shooting

What I'm Technically Strong At

What Pays in My Market

Overlap = My Niche: _____

B. Positioning Statement

Write a one-sentence positioning statement that captures your niche clearly.

Template: I help [audience/industry] with [type of photography] so they can [specific benefit].

Example: I help local coffee shops with mouthwatering beverage photography so they can attract more daily customers.

My Statement: _____

C. Show, Don't Say (Portfolio Plan)

A niche is only real if your portfolio shows it. Plan 3–5 mini-projects or updates that reinforce your positioning statement.

Mini-Project / Update	Niche Proof (what it shows)	Completion Date
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Project 1

Project 2

Project 3

3. Reflection Prompts

- What kinds of clients excite you the most—and why?
- Which parts of your current work feel most natural and enjoyable?
- If you had to choose only one type of assignment to pursue this year, which would it be?

4. Weekly Action Plan

- Complete your Niche Triangle and write down the overlap.
- Draft your one-sentence positioning statement.
- Choose 3 mini-projects to reinforce your niche.
- Schedule the first mini-project this week.

5. End-of-Chapter Checkpoint

- I have identified my niche using the triangle.
- I have written a clear positioning statement.
- I have planned 3 mini-projects that prove my niche.
- I have scheduled at least one mini-project.

When all boxes are checked, your niche is defined—and your pitch is clear.

Workbook Chapter 4: Crafting the Perfect Intro Email

1. Framing the Chapter

Why this matters:

The first email you send to a potential client sets the tone. It's not about being clever—it's about being clear, respectful of their time, and compelling enough to earn a reply. A well-crafted intro email can open doors that a cold portfolio link never will.

2. Exercises

A. The 5-Part Email Draft

Use the following structure to draft your email. Keep it short—3 to 5 sentences max.

Section	Your Draft
---------	------------

1. Greeting (use their name if possible)
2. Hook (1 sentence that shows relevance)
3. Value (what you can help them achieve)
4. Proof (link to relevant sample work)
5. Call-to-Action (suggest a next step)

B. Subject Line Lab

Test 3–5 subject lines. Keep them short, specific, and human. Avoid spammy words (“free,” “urgent,” “limited time”).

1. _____
2. _____
3. _____
4. _____
5. _____

C. Follow-Up Plan

Most replies come after the second or third touch. Design a simple sequence you can repeat without hesitation.

Touch	Timing	Message Type
1st Follow-Up	1 week later	Gentle reminder + value
2nd Follow-Up	2 weeks later	Share resource / project link
3rd Follow-Up	3–4 weeks later	Close loop politely

3. Reflection Prompts

- What would make you reply to an email from a stranger?
- How can you show value without sounding pushy?
- Which samples of your work would resonate most with your ideal client?

4. Weekly Action Plan

- Write your intro email using the 5-part draft structure.
- Brainstorm and record at least 3 subject lines.
- Set up your 3-touch follow-up plan in your calendar or CRM.
- Send your first email to at least 3 prospects.

5. End-of-Chapter Checkpoint

- I have written my intro email.
- I have created 3–5 subject line options.
- I have built a simple 3-touch follow-up plan.
- I have sent my first outreach emails.

When all boxes are checked, you have a tested intro email ready to open doors.

Workbook Chapter 5: Personal Projects That Sell

1. Framing the Chapter

Why this matters:

Personal projects aren't just creative play—they're powerful business tools. A smart personal project builds your portfolio, markets your skills, and attracts the kind of clients you actually want. When designed with intent, personal projects blur the line between practice and promotion.

2. Exercises

A. The 3-Criteria Project Builder

A personal project that sells should hit at least 2 of these 3 criteria:

- It excites me creatively
- It builds skills I want to be hired for
- It shows work my ideal clients need

Brainstorm three possible projects:

1. _____
2. _____
3. _____

Chosen Project: _____

Why it qualifies: _____

B. Shoot Plan by Niche

Design your project so it mirrors a real assignment. That way, clients can imagine hiring you for similar work.

Planning Element

Your Notes

Subject / Concept

Style / Approach

Where It Fits in My Portfolio

Target Clients Who Would Care

C. Process = Marketing

Document your project as you create it. Behind-the-scenes (BTS), lighting notes, and your problem-solving process are all content you can share.

Make a quick plan for what to capture:

- BTS photos or videos
- Notes on challenges + solutions
- Lighting diagrams or setups
- Final selects ready to share

D. Turn Personal → Paid

Once finished, pitch your project to 3–5 prospects who could benefit from this type of work.

Prospect

Why They'd Care

Outreach Plan

Prospect 1

Prospect 2

Prospect 3

3. Reflection Prompts

- Which past personal projects gave me momentum—or stalled out? Why?
- How can I make this project feel both creatively satisfying and market-ready?
- What story does this project tell about the kind of photographer I am becoming?

4. Weekly Action Plan

- Brainstorm and choose your personal project using the 3-criteria framework.
- Complete your Shoot Plan with subject, style, and target clients.
- Make a list of BTS and process elements you'll capture.
- Finish and package the project, then pitch it to at least 3 prospects.

5. End-of-Chapter Checkpoint

- I have chosen a project that meets at least 2 of the 3 criteria.
- I have completed my Shoot Plan.
- I have documented the process for marketing content.
- I have pitched the finished project to at least 3 prospects.

When all boxes are checked, your personal project has become a marketing engine.

Workbook Chapter 6: From Feed to Funnel

1. Framing the Chapter

Why this matters:

Posting pretty pictures isn't a marketing strategy. Social media should guide people from discovery to conversation to hire. Your feed is the attention-grabber, but your funnel is the bridge to real work. This chapter helps you map and simplify that process.

2. Exercises

A. Funnel Map

Map out your funnel in three stages: Top → Middle → Bottom. Keep it simple and client-focused.

Stage	What This Looks Like for Me
Top (Attention)	Posts, reels, blog snippets
Middle (Engagement)	Behind-the-scenes, case studies, stories
Bottom (Conversion)	Portfolio links, email CTA, booking page

B. Show in Context / Share Process

Plan out 5 posts: some showing your work in context, others sharing your process.

Post Idea	Category (Context or Process)	Date to Post
Post 1		
Post 2		
Post 3		
Post 4		
Post 5		

C. Call-to-Action Prompts

List 3–5 clear calls-to-action (CTAs) you'll use regularly. They should feel natural and point people to the next step.

1. _____
2. _____
3. _____
4. _____
5. _____

3. Reflection Prompts

- Which type of content tends to get the most engagement for me right now?
- Where do I want people to end up after seeing my content (email list, booking page, DM)?
- What balance of context vs. process posts feels right for my audience?

4. Weekly Action Plan

- Complete your Funnel Map with top, middle, and bottom actions.
- Plan 5 posts using the Post Planner table.
- Write down 3–5 go-to CTAs you'll use consistently.
- Publish at least 2 posts this week with clear CTAs.

5. End-of-Chapter Checkpoint

- I have mapped my funnel (Top → Middle → Bottom).
- I have planned 5 posts showing context or process.
- I have chosen 3–5 CTAs that fit my voice.
- I have published at least 2 posts with CTAs.

When all boxes are checked, your feed is no longer random—it's a working funnel.

Workbook Chapter 7: Incentives That Spark Action

1. Framing the Chapter

Why this matters:

Sometimes prospects need a nudge to move from interest to action. An incentive—done honestly—creates urgency and lowers hesitation. It’s not about discounts that devalue your work, but about thoughtful offers that give clients a reason to say yes now instead of later.

2. Exercises

A. Offer Card

Design one incentive you can confidently use. Pick something that feels generous but sustainable.

Element	Your Notes
---------	------------

Type of Incentive (bonus, value-add, time-bound offer)

What Makes It Valuable to the Client

What Makes It Sustainable for Me

Scarcity / Urgency Trigger (why act now)

B. Copy Blocks

Write short, clear language you can drop into emails or posts when promoting your incentive.

Option 1 (direct): _____

Option 2 (friendly): _____

Option 3 (story-driven): _____

3. Reflection Prompts

- Which incentives feel authentic to me and my brand?
- How do I keep my offers from sounding like gimmicks?

- What's the difference between a discount and a value-add in my business?

4. Weekly Action Plan

- Fill out your Offer Card with one strong incentive.
- Write 2–3 copy blocks to promote the offer.
- Choose one channel (email, social, DM) to test your incentive.
- Share the incentive with at least 3 prospects this week.

5. End-of-Chapter Checkpoint

- I have designed one incentive that is valuable and sustainable.
- I have written clear copy to promote my offer.
- I have shared the incentive through at least one channel.
- I have tested the incentive with at least 3 prospects.

When all boxes are checked, you have an incentive ready to spark client action without cheapening your work.

Workbook Chapter 8: The Referral Engine

1. Framing the Chapter

Why this matters:

Referrals are the cheapest, fastest path to new clients. Happy clients and supportive peers can become your best sales force—if you make it easy and rewarding for them to refer you. This chapter helps you build a simple, repeatable referral system.

2. Exercises

A. Referral Rolodex

List people who could realistically refer you (past clients, peers, vendors, friends).

Name	Connection / Role	How I'll Reach Out
Contact 1		
Contact 2		
Contact 3		
Contact 4		
Contact 5		

B. Message Templates

Draft a simple message you can adapt when asking for referrals. Keep it personal, clear, and easy to act on.

Template 1 (past client): _____

Template 2 (peer/vendor): _____

Template 3 (friend/community): _____

C. Incentives for Referrals

Decide if you'll offer a small incentive (like a print, discount, or bonus service). It doesn't have to cost much—sometimes a thank-you note is enough.

My incentive: _____

3. Reflection Prompts

- Who in my circle is already rooting for me and would happily refer if I asked?
- What would make referring me simple and rewarding?
- How can I show gratitude for referrals without it feeling transactional?

4. Weekly Action Plan

- Fill in your Referral Rolodex with at least 5 names.
- Draft 2–3 referral request templates you can adapt.
- Decide on a small incentive or thank-you gesture.
- Send at least 2 referral requests this week.

5. End-of-Chapter Checkpoint

- I have identified at least 5 referral sources.
- I have written 2–3 referral request messages.
- I have chosen an incentive or thank-you method.
- I have sent at least 2 referral requests.

When all boxes are checked, your referral engine is running—and working for you in the background.

Workbook Chapter 9: Portfolio Mini-Shoots with Purpose

1. Framing the Chapter

Why this matters:

Strong portfolios aren't built from random images—they're built from intentional shoots. Mini-shoots let you create targeted work quickly, proving your skills in the exact niches you want to be hired for. This chapter helps you plan purposeful mini-shoots and package them for pitching.

2. Exercises

A. Subject → Constraint → Package

Use this formula to design shoots that are focused and impactful.

Pick a subject, add a creative constraint, and package it as if for a client.

Subject	Constraint (lighting, style, time)	How I'll Package It
---------	------------------------------------	---------------------

Shoot 1

Shoot 2

Shoot 3

B. Pitch Note

Write a short, simple message to send along with your mini-shoot images. Keep it light and relevant.

Template: "Hi [Name], I recently created this series on [subject]. I thought of you because it connects with [their industry/product]. Would love to know what you think."

My Pitch Note Draft: _____

3. Reflection Prompts

What gaps currently exist in my portfolio that mini-shoots could fill?

Which clients or industries could benefit from seeing these shoots?

- How can I keep mini-shoots efficient and repeatable?

4. Weekly Action Plan

- Design at least one mini-shoot using the Subject → Constraint → Package formula.
- Execute the mini-shoot and edit 3–5 strong images.
- Draft a pitch note to accompany the images.
- Send your mini-shoot to at least 2 potential clients or contacts.

5. End-of-Chapter Checkpoint

- I have planned at least one purposeful mini-shoot.
- I have created and edited 3–5 portfolio-worthy images.
- I have drafted a short pitch note for sharing.
- I have sent the shoot to at least 2 prospects.

When all boxes are checked, your portfolio is growing with intention—and aimed at the right clients.

Workbook Chapter 10: Segmenting Leads Like a Pro

1. Framing the Chapter

Why this matters:

Not all leads are the same. Treating everyone the same way wastes time and leaves opportunities on the table. By segmenting your leads into categories, you can tailor your follow-ups, build stronger relationships, and close more assignments. This chapter helps you set up a simple lead tracker and system.

2. Exercises

A. The Three Buckets

Sort your leads into three main categories.

Bucket

Your Notes

Warm (engaged, likely to hire soon)

Cold (initial outreach, no response yet)

Clients & Referrers (past clients, referral sources)

B. Lead Tracker Setup

Use a spreadsheet, CRM, or even a notebook. Create columns for Name, Company, Bucket, Last Contact, Next Step.

Sketch your setup here: _____

C. Follow-Ups by Segment

Define how you'll approach each bucket.

Bucket

Frequency

Message Style

Warm

Every 1–2 weeks

Direct, project-focused

Cold

Every 4–6 weeks

Light touch, share value

Clients & Referrers

Every 6–8 weeks

Relationship-building,

3. Reflection Prompts

- Which of my leads are most likely to convert in the next 30 days?
- Who are the referrers I may be overlooking?
- How can I keep my cold leads warm without being pushy?

4. Weekly Action Plan

- Sort all current leads into Warm, Cold, or Clients & Referrers.
- Set up your lead tracker in a tool you'll actually use.
- Define your follow-up frequency and message style for each segment.
- Reach out to at least 2 leads from each bucket this week.

5. End-of-Chapter Checkpoint

- I have sorted my leads into three buckets.
- I have set up a working lead tracker.
- I have defined my follow-up approach by segment.
- I have contacted at least 2 leads from each bucket this week.

When all boxes are checked, your lead management moves from random to professional.

Workbook Chapter 11: The Testimonial Trap (and How to Avoid It)

1. Framing the Chapter

Why this matters:

Weak testimonials like 'They were great!' don't move the needle. Clients want to see proof that you solved a problem and delivered results. By guiding clients to give story-driven feedback, you'll collect testimonials that actually build credibility and help close future assignments.

2. Exercises

A. Prompt Packs for Better Testimonials

Use these prompts when asking for testimonials. Fill in real client responses when you get them.

Prompt	Client Response
What challenge were you facing before working with me?	
What made you decide to hire me?	
What was the process like?	
What results did you see after the project?	

B. Mini-Testimonial Plan

Not every testimonial needs to be long. Sometimes a single sentence plus a face is more powerful. Plan 3-5 short testimonials with headshots or logos.

Client	Mini-Testimonial	Visual (headshot/logo)
Client 1		
Client 2		
Client 3		

3. Reflection Prompts

- Which of my past projects delivered the most measurable results I can highlight?
- How can I make it easier for clients to give feedback?
- Where should I feature testimonials for the biggest impact (website, proposals, social proof slides)?

4. Weekly Action Plan

- Reach out to at least 2 past clients with the Prompt Pack questions.
- Collect and record their responses in your table.
- Plan 3 mini-testimonials with visuals (headshots/logos).
- Update one proposal, page, or post with a strong testimonial this week.

5. End-of-Chapter Checkpoint

- I have collected story-driven responses from at least 2 clients.
- I have created 3 mini-testimonials with visuals.
- I have updated one client-facing asset with a strong testimonial.
- I understand how to avoid weak, generic testimonials.

When all boxes are checked, your testimonials will actively sell your services instead of filling space.

Workbook Chapter 12: Follow-Up That Feels Human

1. Framing the Chapter

Why this matters:

Most photographers give up after one unanswered email. But real opportunities often come after the second or third follow-up. The key is to follow up without being pushy—showing consistency, value, and respect for your prospect’s time. This chapter helps you build a simple follow-up system that feels human.

2. Exercises

A. Follow-Up Sequence Builder

Plan a 3-touch sequence that feels natural and easy to repeat.

Touch	Timing	Message Idea
Follow-Up 1	1 week later	Gentle reminder + short note
Follow-Up 2	2 weeks later	Share resource, article, or relevant project
Follow-Up 3	3–4 weeks later	Close loop politely, keep door open

B. Swipe File: Timing + Tone

Draft short examples you can reuse. Keep them conversational and respectful.

Touch 1: _____

Touch 2: _____

Touch 3: _____

3. Reflection Prompts

- What tone feels natural for me—friendly, professional, casual?
- What useful resources or updates could I share in a follow-up?
- How do I stay consistent without feeling like I’m pestering?

4. Weekly Action Plan

- Fill in your 3-touch sequence in the builder table.
- Write at least one draft message for each follow-up.
- Add your sequence to your calendar or CRM reminders.
- Send follow-ups to at least 3 prospects this week.

5. End-of-Chapter Checkpoint

- I have designed a 3-touch follow-up sequence.
- I have written at least one draft message for each touch.
- I have added reminders to my calendar or CRM.
- I have tested my sequence with 3 prospects.

When all boxes are checked, your follow-up system works on autopilot—without feeling robotic.

Workbook Chapter 13: Balancing Shooting with Selling

1. Framing the Chapter

Why this matters:

Photographers often fall into feast-or-famine cycles—shooting when busy and forgetting to market, then scrambling when work dries up. The solution is a Weekly Marketing Minimum: small, consistent actions that keep leads flowing even when you're buried in assignments. This chapter helps you define that baseline and prepare a backup plan for busy weeks.

2. Exercises

A. Weekly Marketing Minimum

Define the smallest set of marketing actions you'll commit to every single week.

Action	Your Commitment
Outreach (emails, DMs, calls)	
Content (social, blog, BTS)	
Follow-Up (warm leads, past clients)	

B. Busy-Week Plan

When shooting takes over, reduce but don't stop. Define your emergency minimums here.

Outreach: _____

Content: _____

Follow-Up: _____

C. Batching & Automation

Plan ways to save time by batching tasks or using simple automation tools.

Task	How I'll Batch or Automate
Content creation	
Outreach reminders	

Follow-ups

3. Reflection Prompts

- What's the least I can do in a week and still feel like I'm moving forward?
- How do I usually let marketing slip when I'm busy?
- Which batching or automation options fit my style of working?

4. Weekly Action Plan

- Fill in your Weekly Marketing Minimum commitments.
- Define your Busy-Week emergency plan.
- List at least 2 tasks you can batch or automate.
- Test your Busy-Week plan during a real or simulated heavy workload.

5. End-of-Chapter Checkpoint

- I have defined my Weekly Marketing Minimum.
- I have created a Busy-Week emergency plan.
- I have identified tasks I can batch or automate.
- I have tested my system under a heavy workload.

When all boxes are checked, you'll keep your pipeline alive—even when your calendar is packed.

Workbook Chapter 14: Tracking Progress Without Losing Your Soul

1. Framing the Chapter

Why this matters:

Tracking is about insight, not judgment. Numbers help you see what's working and what's not—but they should never become a stick you beat yourself with. This chapter helps you set up a simple dashboard and a 90-day review ritual that keeps you focused without overwhelming you.

2. Exercises

A. Track These Weekly

Pick 3–5 simple metrics you'll track every week. Don't overcomplicate it.

Metric	Weekly Result
Outreach actions sent	
Follow-ups completed	
New prospects added	
Social/content posts published	
Assignments booked	

B. Weekly Scorecard

Use a simple scorecard to check progress at a glance.

- Did I do my outreach?
- Did I follow up?
- Did I publish content?
- Did I book or advance an assignment?

C. 90-Day Check-In

Every 90 days, pause to reflect and reset. Answer these questions:

1. What worked better than expected?
2. What didn't work, and why?

3. Which actions directly led to assignments?
4. What will I double down on for the next 90 days?
5. What will I drop or adjust?

3. Reflection Prompts

- Which numbers help me stay motivated, and which stress me out?
- How can I make tracking feel like feedback instead of judgment?
- What's one small win I can celebrate from last week?

4. Weekly Action Plan

- Choose 3–5 metrics and add them to your dashboard.
- Fill in this week's results.
- Complete your weekly scorecard checkboxes.
- Schedule your 90-day review date.

5. End-of-Chapter Checkpoint

- I have chosen and tracked 3–5 metrics.
- I have used my weekly scorecard at least once.
- I have scheduled my 90-day review.
- I understand that tracking is insight, not judgment.

When all boxes are checked, you're tracking progress in a way that builds clarity—not stress.

Workbook Chapter 15: The Next Phase

1. Framing the Chapter

Why this matters:

Phase Two is about momentum—landing those first 3–5 paid assignments and proving your system works. But once you’ve built momentum, the next step is scaling: defining what 'fully booked' means for you, raising your rates, packaging your services, and preparing for Phase Three. This chapter helps you sketch that transition.

2. Exercises

A. Fully Booked, Defined

Define what 'fully booked' looks like for you. It’s not the same for everyone. It could mean income, project count, or creative balance.

Category

My Definition

Monthly Income Target

Number of Assignments per Month

Ideal Project Mix (types of work)

B. Rate & Package Roadmap

Sketch out how you’ll adjust your pricing and package your services as demand grows.

Step

What I’ll Do

When

Raise Rates

Package Services (bundles, retainers)

Delegate / Outsource

C. Slow-Period Prep

Momentum can dip. Prepare now so you’re not caught off guard.

List 3 personal projects I can start during a slow month:

1. _____

2. _____

3. _____

List 3 marketing actions I can double down on in a slow period:

1. _____

2. _____

3. _____

3. Reflection Prompts

What does success look like for me—not for other photographers?

What kinds of projects do I want more of, and which do I want less of?

How will I know I'm ready to step fully into Phase Three?

4. Weekly Action Plan

Define your version of 'fully booked' in income, assignments, and project mix.

Fill in your Rate & Package Roadmap with 2–3 clear steps.

List 3 personal projects and 3 marketing moves for slow periods.

Pick one concrete action to prepare for Phase Three this week.

5. End-of-Chapter Checkpoint

I have defined what 'fully booked' means for me.

I have sketched a roadmap for raising rates and packaging services.

I have prepared ideas for slow-period projects and marketing.

I have taken one action to prepare for Phase Three.

When all boxes are checked, you're ready to transition from Phase Two to Phase Three—confident and prepared.

Workbook Prompts You Can Use

Before you prompt your AI, you must give them an understanding of who you are. Use this information to give a pre-prompt info page to your AI.

Photographer Prompt Intake

Before using the prompts in this workbook, provide the following information:

1. **Name** – so outputs can be personalized.
2. **Location / City** – to tailor marketing, SEO, and client suggestions to your region.
3. **Specialty / Niche** – e.g., food, product, portrait, lifestyle, architecture.
4. **Experience Level** – beginner, emerging pro (2–3 years), mid-career, or seasoned.
5. **Target Clients** – small businesses, agencies, magazines, national brands, local makers, etc.
6. **Style / Approach** – descriptive keywords (e.g., minimal, edgy, colorful, documentary, polished).
7. **Primary Goals** – portfolio building, landing first clients, raising rates, expanding niche, etc.
8. **Current Challenges** – marketing, visibility, pricing, workflow, confidence, etc.
9. **Available Resources** – gear, studio space, props, crew (or solo).
10. **Preferred Deliverables** – SEO blog ideas, email drafts, shoot concepts, client pitches, etc.

Then give the AI these instructions before the prompt.

Act as an expert email marketer.

Target small business (or agency owners etc...)

Tone: casual but professional

Length: Make sure it is complete.

GPT Prompt: “I’m a photographer moving from learning to earning. Help me brainstorm strategies to counter these fears: [list your fears].”

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GPT Prompt: “Design a realistic weekly outreach/content/follow-up schedule for a commercial photographer who wants 3–5 paid assignments in 90 days.” ***GPT Prompt: “Design a realistic weekly outreach/content/follow-up schedule for a commercial photographer who wants 3–5 paid assignments in 90 days.”***

GPT Prompt: “Write 5 variations of a positioning statement for a [food/product/lifestyle] photographer targeting [audience/industry].”

GPT Prompt: “Suggest 10 professional but engaging subject lines for a cold email from a commercial photographer pitching to [type of client].”

GPT Prompt: “Give me 5 personal project ideas that would appeal to [industry] clients and help me showcase my skills in [niche].”

GPT Prompt: “Map a simple 3-stage funnel for a commercial photographer: Top (attention), Middle (engagement), Bottom (conversion). Include example posts for each stage.”

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GPT Prompt: “Write 3 short promotional blurbs for a photographer offering [type of incentive]. Keep them direct, friendly, and story-driven.”

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GPT Prompt: “Draft 3 versions of a pitch note to send with a mini-shoot portfolio. The shoot is about [subject], aimed at [industry].”

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GPT Prompt: “Rewrite these testimonial responses into polished, client-ready quotes that sound natural and credible.”

GPT Prompt: “Help me analyze these last 90 days of my photography business. My metrics: [list]. What worked, what didn’t, and what should I double down on?”

Thank you for working with me to help your creative business.

If you need more information or would like to discuss a one on one mentorship, see my website at www.dongiannatti.com

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