

# GROW 360 SYSTEM™

Produced and Distributed by  
3 LENSES MARKETING & DESIGN



**These materials are organized into easy to follow steps,  
resource guides, and action(s).**

**PLEASE REMEMBER:** if you find anything is unclear, or if you have questions, please email me at [grow@3lenses.com](mailto:grow@3lenses.com) - I'm here to help you. -Kirk

## Table of Contents

### Contents

Welcome and thank you for taking action!.....	2
Module 01.....	3
INTRODUCTION.....	3
Module 02.....	4
STRATEGIES.....	4
Module 03.....	5
PREMIUM PRODUCTS, PACKAGES, AND PRICING.....	5
Module 04.....	6
ATTRACTING AND BOOKING GREAT CLIENTS.....	6
PROMOTING AND PROMOTIONS.....	6
Module 05.....	7
ADVANCED PRESENTATIONS THAT PERSUADE.....	7
SALES PRESENTATIONS & SCRIPTS.....	7
Module 06.....	8
WEBSITE, BROCHURES, SOCIAL MEDIA.....	8
Module 07.....	9
12-MONTH MARKETING CALENDAR.....	9
Module 07B.....	10
The Collaboration Competition.....	10

## Welcome and thank you for taking action!

You now have the process to attract, book, and sell more of your best work to seniors, families, children, weddings, and business photography.

Seven modules containing my strategy foundation, marketing promotions, face-to-face sales presentations, scripts, pricing and product materials you can print and use to boost your website and social media pages. And a year-round marketing calendar so you'll know what to do and when- all by design.

Anything less would be like going to a great restaurant and discovering the only thing on the menu was appetizers or deserts.

Deliberate choices, made moment-to-moment, have a huge impact over time—not just on the work we do and the people we serve, but on our belief about what's possible.

**PLEASE, PLEASE REMEMBER:** Although you will find, as you go through my material, that I suggest in various ways what you can do to stand out, and to be different than other photographers, the intention is NOT to compete or to “crush” competition. (I make this point because your motivation for using this system may have little or nothing to do with being better than others, or because of your competitive nature.) OK, there may be 10% for that reason. But think about your buying and shopping experiences. Virtually every purchase is preceded by you thinking to yourself, or asking a salesperson, “what's the difference between the (items) I'm considering?”

It's in our DNA to look for differences, differences that are important to you and I, everyone. And the differences that are different for people in each of the five buying groups of people. And for the purposes of my GROW 360 formula (below) everything is designed to appeal and to motivate only those in two groups or roughly 50% of all buyers. I'll leave things there for now, other to refer you to the Resource file named (2) Why People Buy in Module 02.

**GROW 360** will help you get into the proper mindset which is so critical to effectively applying each Module. Each Module contains details, a framework, materials, and action steps to make sure you get the most out of the system.

**My GROW 360 Formula is broken down into these fundamental steps:**

**ATTENTION → CURIOSITY → INTEREST → DESIRE = BOOKING & SALES**

**As you move through all seven Modules you'll see how these steps are found in the strategies, materials, products, pricing, presentations, and promotions.**

# Module 01

## INTRODUCTION

This is BIG! This first step is created to help you see the big picture. It reveals the secrets that will provide the plan, materials, pricing, promotions, and the critical 12-month calendar that makes it easier to implement, and benefit from the system.

Think of this first step as going up to a height of 1000 feet. From here you can clearly see where you are, an attainable destination, and what is included in each module that has been created to accelerate your business and reduce the time you need to reach your goal.

**GROW 360** will help you get into the proper mindset which is so critical to effectively applying each Module. Each Module contains details, a framework, materials, and action steps to make sure you get the most out of the system.



Marketing that simply gets attention is like a dancing bear on a roof. It gets a lot of attention but nobody asks to buy the house.

### COMPONENTS OF MODULE 01

Resource Files:

- (1) COMPLETE OUTLINE FOR DOWNLOAD
- (2) GROW 360 Foundation
- (3) The difference between corporate identity, brand identity, and brand image

### MAKE THE MOST OF **GROW 360**

#### Marketing Is a Habit, Not an Event

According to my calculations about 29% of marketing, pricing, and promotions go wrong because of poor implementation.

Sure, we scan them, copy them, hear about them second hand, but rarely glean all the information we really need.

As a result, they are often “half-baked” and produce poor results, or worse, if they aren’t designed to work together, it can be impossible to really understand what works or doesn’t, and why.

I encourage you to jump around and discover the contents of each Module. However, as in properly following a great new recipe, here are a few simple guidelines to prevent this from happening to you.

**Read Everything:** That’s right. After downloading each Module simply read all the resource files all the way through. You don’t have to take notes, or make lists- just read.

**Note the Order of the Steps:** I’ve created and organized the materials and resources in each module to be applied in a series, one after the next. Each of the resource files are numbered like chapters of a book, to be read and applied in order. They are separate files so you can then print and reference them later.

## Module 02

### STRATEGIES

**HERE'S THE GOOD NEWS:** You don't have to do more volume every year, you don't have to try to get everyone's attention. Just 30% - 50%.

My **GROW 360** Secret Steps Formula for producing high sales is broken down into:

(GETTING PEOPLE'S) ATTENTION + CURIOSITY + INTEREST + DESIRE = SALES

Leave out even one of these steps and even master photographers may never unleash their full financial potential. Knowing how, and applying each step, will help you stay focused, productive, and motivated.

#### CONTENTS OF MODULE 02

Module 02 Read Me

##### Resource Files:

- (1) Strategy Overview
- (2) Why People Buy
- (3) Positioning
- (4) The Context For Strategies
- (5) There are only two ways to motivate people to buy from you
- (6) Laws of Branding
- (7) Red Rope marketing for the Affluent
- (8) Three rules for writing a blog post that will spread

##### Statements of Value

- (Children) The Photography by (Your Business) Story
- Another Statement of Value and Narrative
- Big promise and narrative
- Child specialist
- Sample Big Promise and Narrative
- Statement of Value and Narrative
- Wedding statement of value
- What do people see in (Your Business) Portraits
- What do people see in (Your) Portraits?

#### APPLYING GROW 360 STRATEGIES

People who contact you as a result of a referral are 4X more likely to book an appointment with you.

But how do you get referrals without looking desperate by asking or paying (yuck!) your current clients?

Just one of the third-party, mutually beneficial promotions included in GROW 360 is the Jeweler Promotion. And Jewelers love it!

It includes an outline script to help you present it, and the display and handouts are all designed and produced for you.

Imagine if you have a display at a local jewelry store(s). This gives potential wedding clients one more reason to choose you! And working with an established store gives you an implied endorsement and referral for your business. Even if you're not established it conveys trust and credibility.

Perfect for engaged couples, but with a few changes the jeweler can offer your gift cards for any purchase- for any occasion! And because this gives the jewelry store staff another incentive to upsell, they get nearly as much benefit as you.

End of this GROW 360 preview.

**Are you determined to improve your business?**

The time you have is all the time you'll need.

I guarantee it will or your money back!

[Buy GROW 360 with 1-Click](#)