

Bonus

BUSINESS
RESOURCE GUIDE

+

TOP 5 FAVORITE
BUSINESS *BOOKS*

BONUS —

BUSINESS RESOURCE GUIDE

Dubsado

Dubsado is the Customer Relationship Management (CRM) that I use to gather leads via a contact form. I also use my CRM systems to manage my contracts, invoicing, and payments.

If you do not have a Dubsado account, use code lauramurray to save 20% at checkout.

Google Sheets

I use Google Sheets to run all my analysis. Each lead from Dubsado is sent automatically to Google Sheets (see the Zapier Integration section below). I do not run any analysis in my CRM. It is all done via Google Sheets.

The Zapier Integration

I use Zapier to connect Dubsado to Google Sheets. Zapier is a 3rd party tool that moves information automatically across applications.

Zapier does have some premium options with a monthly fee, but for our purposes, there is no charge to use it.

I set up a “zap” so that whenever someone fills out the Dubsado contact form that is embedded on your website, Zapier will “zap” that info straight into google sheets.

Other CRMs

You do not need to use Dubsado as your CRM for this method to work.

Other CRMs like Honeybook, Aisle Planner, ShootQ, 17Hats, Sprout Studio, and others do have Zapier integrations.

Note: Tave and ShootQ do not have a Zapier Integration

Adobe Creative Suite

I use Adobe Photoshop, Lightroom, InDesign, and Illustrator daily in my business.

Email

G Suite

Domain Host

Google Domain

Website

Showit Sites

Favorite Gear

Canon 5D Mark IV

Canon 24-105 4.0 Lens

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Canon 50 1.2 Lens

Contax 645

Zeiss 80 2.0 Lens

Fuji 400H Film

Portra 800 Film

SanDisk Card Reader

SanDisk Extreme Pro Memory Cards

Lacie Rugged Hard Drives

THE TOP FIVE BUSINESS BOOKS

*That Changed the Way I See the World
and Their Paradigm Shifts*

1. You Are A Badass At Making Money *by Jen Sincero*

Over the years I have realized there are two ways of looking at pricing our work that must be done simultaneously to be most effective.

The first is that we must look at our numbers as well as feedback gathered from leads and lead sources to understand if supply/demand, conversion rates, and the number of inquiries can sustain our current rates or a price increase.

The second way of thinking is believing in our worth. This second way of thinking is 100% mindset.

For effective pricing, we must look at all of these aspects.

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This course is a deep dive into metrics. Jen Sincero's book is a deep dive into mindset. Both viewpoints are crucial and you will be most successful by looking at both simultaneously.

I have a friend who believed he was worth his rates, but his metrics did not support what he was trying to charge. He had complete confidence that he could charge what he had listed on his pricing PDF, but he had very few leads, a low conversion rate, and he wasn't investing his time in the referral sources that would generate ideal customers. Thus, he booked very limited customers and expressed to me how frustrated he was with his low booking rate. The confidence was all there, but the data didn't support it.

I have made the opposite mistake. I didn't fully believe in my value. A different friend had said to me in 2016 that I should double my rates. I did raise my rates little by little but I believe I missed out on elevating my business and rates by not making a larger price jump sooner. My mindset wasn't ready for that price increase.

My numbers held strong, but my mindset finally caught up. I believed I was worth a higher price. Instead of making the small price increases of previous years, I made a large price bump and felt incredibly confident in it. And within a couple of weeks of that change, I booked my first wedding at those new rates, shortly followed by two clients wanting to book me at the same time for the same wedding date at my new rates. I believe I missed out on opportunities by staying at a lower rate for too long.

Read *You Are A Badass At Making Money* to work on the mindset piece.

Favorite Quote—

“Time wasted rationalizing the mediocre could have been time spent creating the magnificent. You have one glorious and brief shot at being you that is you on planet earth. And the power to create whatever reality you desire. Why not be the biggest, happiest, most generous, and fully realized human you can be.”

2. *The Book of Joy* by Dalai Lama and Desmond Tutu

I have highlighted my copy of this book from cover to cover.

We all know the secret to happiness. External circumstances (both positive and negative) do not correlate with our levels of happiness. True happiness and true joy must come from within.

We know this to be true. But do we believe it? Deep down in our subconscious?

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The Book of Joy is an invitation to more joy and happiness and it examines how happiness, often an ephemeral state, can be transformed into a lasting way of being.

You will have lots of ideas for changes in your business after this course.

I love that this book reminds me to ask myself daily, “What is your definition of a meaningful day?”. Find the answer to this question and make sure you are making time for it.

Favorite Quote—

“The joy that you are talking about is not just a feeling. It’s not something that just comes and goes. It’s something much more profound ... Joy is a way of approaching the world. Many people are waiting for happiness or joy. When they get a job, when they fall in love, when they get rich, then they will be happy, then they will have joy. You are talking about something available right now, without waiting for anything.”

3. The Icarus Deception *by Seth Godin*

I have read many Seth Godin books and this one is my favorite.

I love it so much that I created a series of self-guided book club emails for you. Sign up here for a series of six emails with favorite quotes, thoughts, ideas, and questions to ask yourself after each chapter. Invite your friends - the book club is free!

Seth Godin challenges his readers to think bigger and different than what has traditionally been the norm.

The premise of the book has to do with the Greek myth of Icarus and his father, Daedalus. In Greek mythology, Daedalus made a set of wings for his son and himself to escape from prison. Daedalus warns Icarus not to fly too close to the sun or else the wax holding the wings to his body would melt. Icarus didn’t listen to his father and full of hubris he flew too close to the sun, the wax melted, and he tumbled into the sea to his death.

Godin takes this myth even farther and says that in addition to not flying too high, Icarus was also instructed not to fly too low either. For if he were to get too close to the sea, the water would ruin the lift in his wings.

In today’s society, we have forgotten how dangerous it is to fly too low.

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Seth says, “The path that’s available to each of us is neither reckless stupidity nor mindless compliance. No, the path that is available to us is to be human, to do art, and to fly far higher than we’ve been taught is possible.”

The Icarus Deception is about finding the space where we are pushed beyond our comfort zone while not entering reckless territory. That is the sweet spot. The spot where our greatness lies.

Favorite Quote—

“One part of us wants to climb the steps, to leap, to fly, to make an impact. The other, the more primitive one, wants to play it safe, to lie low, to avoid failing.”

This book examines both parts.

4. Big Potential *by Shawn Achor*

There is a natural feeling of wanting to keep our trade secrets to yourself. We want to protect our knowledge and intellectual property so that we remain ahead of the pack and have a leg up on our competition.

Shawn Achor sees things a little differently. “The more you help people find their light, the brighter you both will shine ... We need to stop trying to be faster alone, and start working to become stronger together.”

The premise of this book is that small potential is the limited success you can achieve alone. But big potential is the success you can achieve in a virtuous cycle with others.

Big Potential is a business book but I loved that it crossed over to be a self-help book, a parenting book, a therapy book, etc. What is taught in Big Potential can ripple into all aspects of our lives.

Favorite Quote—

“The size of your dreams must always exceed your current capacity to achieve them. If your dreams do not scare you, they are not big enough.”

5. Thrive: the Third Metric to Defining Success and Creating a Life of Well-being, Wisdom, and Wonder *by Arianna Huffington*

I love that Huffington takes a softer approach to metrics in her book. She knows that understanding our metrics is incredibly important and advocates emphasizing a third metric category. Metrics around well-being, wisdom, and wonder.

Her introduction hooked me. It sets up the book to examine what makes a good life. Instead of more money, more recognition, and climbing the corporate ladder, Huffington wants to take a step back.

She gives tangible action steps to increase our well-being, wisdom, and wonder.

Favorite Quote—

“We have, if we’re lucky, about thirty thousand days to play the game of life. How we play will be determined by what we value ... We now know through the latest scientific findings that if we worship money, we’ll never feel truly abundant. If we worship power, recognition, and fame, we’ll never feel we have enough. And if we live our lives madly rushing around, trying to find and save time, we’ll always find ourselves living in a time famine, frazzled and stressed.”

Read this book and make sure your life is aligned with what you value and that you are in pursuit of a truly good life!