

# 10 MISTAKES

## Photo Booth Operators Make That Cost Them Money

We've learned that there are many ways to cost yourself money in this business.

**Sometimes we learn the hard way, sometimes we see the pitfall before we fall in it.**

Whether you're a weekend warrior or a full-time Photo Booth professional, we wanted to pass a few of these money saving tips on to help you maximize your time and money:

### 1 BAD LOCATION

**If you're in a bad location it can make the difference between a happy or disappointed client.**

It is critical to have a successful, well participated event. Ensure you have permission to be in a high traffic or highly visible area, such as near the bar.

### 2 NO SITE VISIT

**It is critical to pay the venue and its staff a visit.**

You can establish a relationship, set expectations, and get the lay of the land. Even if you've been there before, things may have changed. Visiting might help you claim the best location, a preferred vendor status, or referrals.

### 3 POOR COMMUNICATION

**Poor communication will cause more breakdowns at your gig than just about anything else.**

Whether it's with the venue, its host, your attendant, or a client, bad communication can ruin an event in a hurry! *Put it in writing.* Confirm everything from your contract to your setup time.

### 4 BEING UNPROFESSIONAL

**Your reputation will either make or lose you money.**

Being unprofessional will prevent repeat business, referrals, and having to process a refund. Be your word. Look the part. Be professional. It's 100% in your control.

### 5 NOT MAXIMIZING UP-SELLS

**If you don't maximize your up-sell features, you are leaving money on the table.**

Don't assume anything or forget to ask. Make it part of your booking conversation. You've already done the hard work getting the event - this is the gravy!

### 6 NOT SETTING YOURSELF APART

**If you are "just another photo booth" you can expect to be paid like "just another photo booth."**

Differentiate yourself. Get unique features, a big prop selection, a red carpet, anything to set yourself apart.

### 7 NOT ASKING FOR REFERRALS

**Not asking for referrals is a cardinal sin!**

If you have a satisfied customer, they are likely to give you a referral or keep you in mind for future events. They won't do it if you don't ask.

### 8 NO FEEDBACK

**Feedback is a gift. You can't get better without it.**

If you did a great job and your customer was happy, do you really know? What went right? What went wrong? Just ask. This is your chance to perfect what didn't go well and ensure you keep doing what did.

### 9 NOT NETWORKING

**Talk to the other vendors at the event.**

Discuss cross-referrals. Make sure you're creating a win-win situation or it won't last long. You only get what you give.

### 10 NOT KNOWING YOUR VALUE

**There is a fine balance between doing events for exposure and knowing when to say "no."**

There are other ways to do exposure events without having to give up a pay check.

### ★ BONUS: THANK EVENT GUESTS

**If you collect guest emails, send a thank you.**

Utilize those new connections! Thank them and offer a discount if they book you for an event.