What you're about to see
helped me add over $580K
to my portrait & boudoir
photography business

I’ve taught my Funnel & Campaign Method to over 1,000 photographers. It’s generated *many multiple millions* in 14 countries

This one Facebook ad generated $80K in bookings *in just 14 weeks*

It went on to generate more than

$580k for me personally

No giveaways.
No discounting. No networking.
No endless posting

I've helped
photographers
generate *$10K–$20K or more*
each month
using the exact same funnel.

If you're relying on referrals,
discounts, or hope—

this will change everything

Let me show you what's possible using a campaign & funnel

Over 40 women in five days.

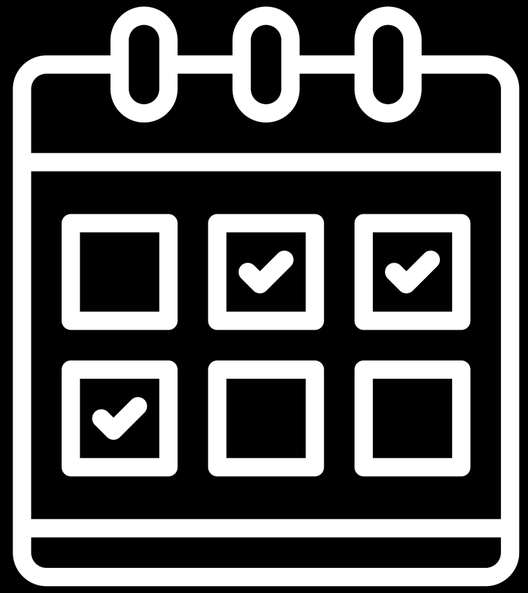
Hi, I'm Dina.

photographer, ads coach

with 2 decades in advertising/media/film & tv

I used to struggle to
get consistent clients

Until I created one simple funnel framework that flipped the switch



It didn’t just fill my calendar—
didn’t just make a lot of money—

it created a *local movement*

Got me featured in my local news.
Got me *known*
Got me *talked about*

You can have this with a funnel & campaign that turns strangers into clients, automatically

In this session, you'll discover:

The funnel & campaign strategy that creates demand

How one ad attracts premium clients on autopilot

The automation that books them without you lifting a finger

We are going to place an ad
and watch the magic happen

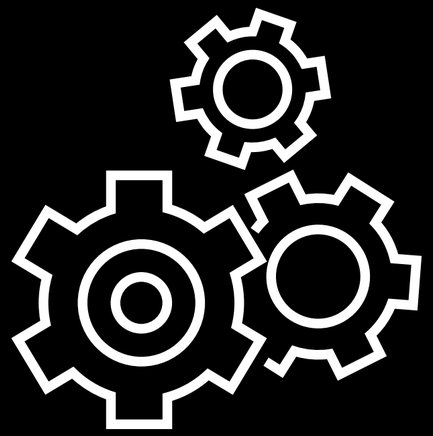
Let’s get into it

Most photographers are stuck trying
to get booked from referrals
seo, model calls, giveaways etc.

One week you’re booked solid.
The next? Crickets

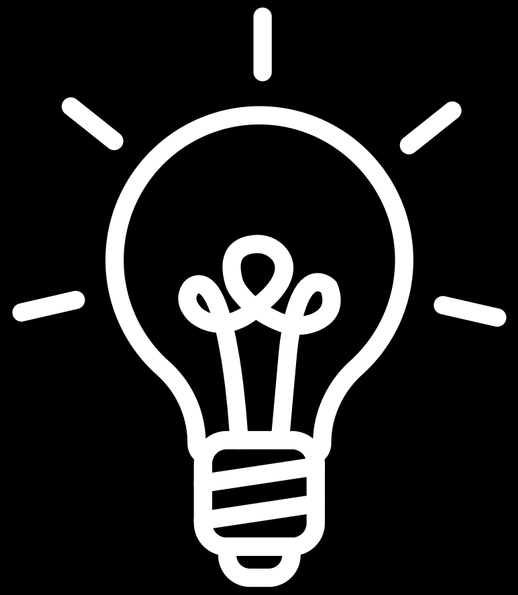
You think the problem is your portfolio, your price, or your logo

But it’s not. It’s that you don’t have a campaign engine



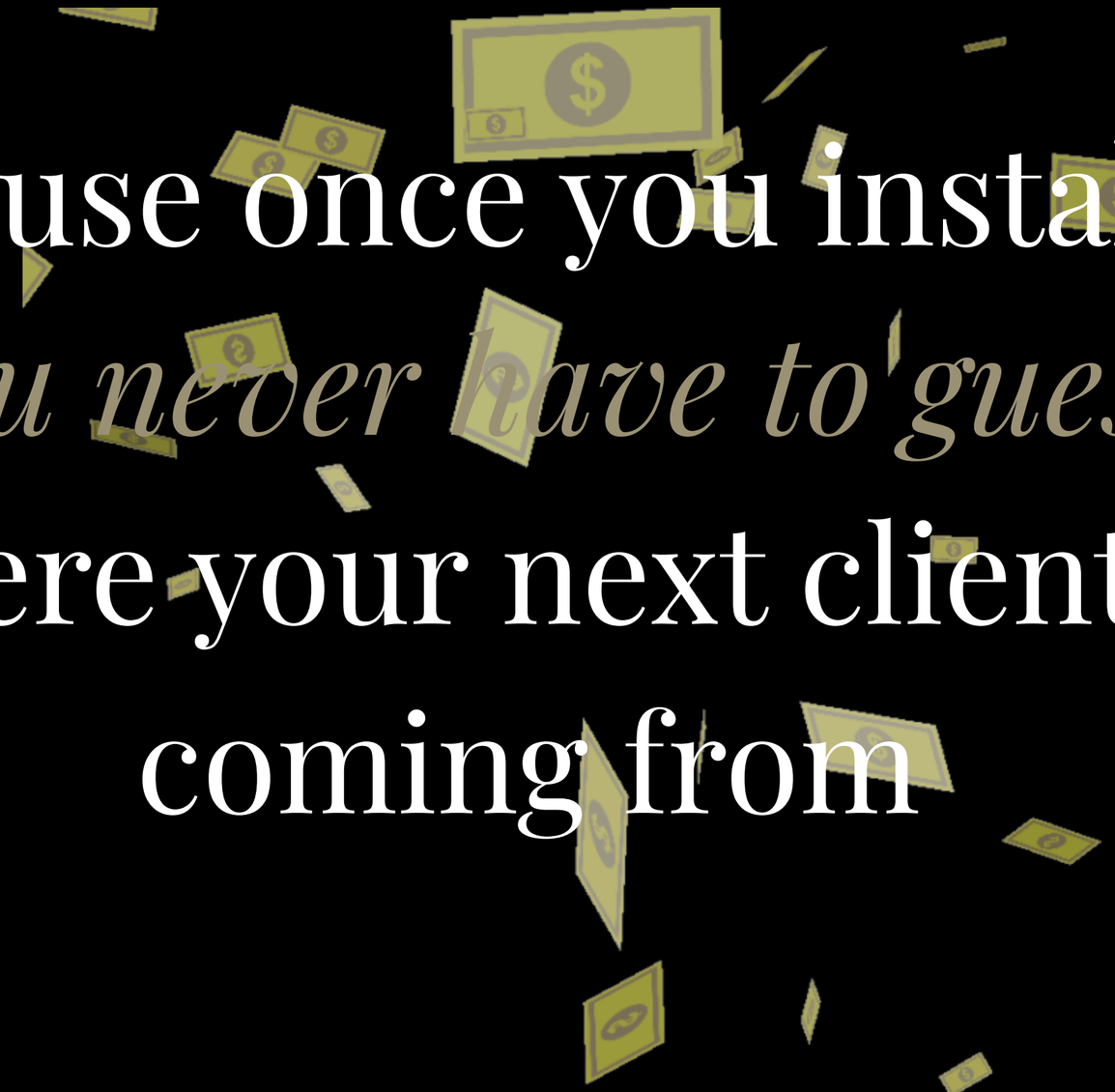
A funnel system that generates attention,
filters interest, and drives action

If you believe that one simple funnel & campaign can drive $100K in premium bookings...



Then everything changes

Because once you install it,
you never have to guess
where your next client is
coming from



You can become the go-to photographer in your city—

fast

And the best part? You do it by launching a mission your community rallies behind

Not any promo. *A CAMPAIGN FUNNEL.*

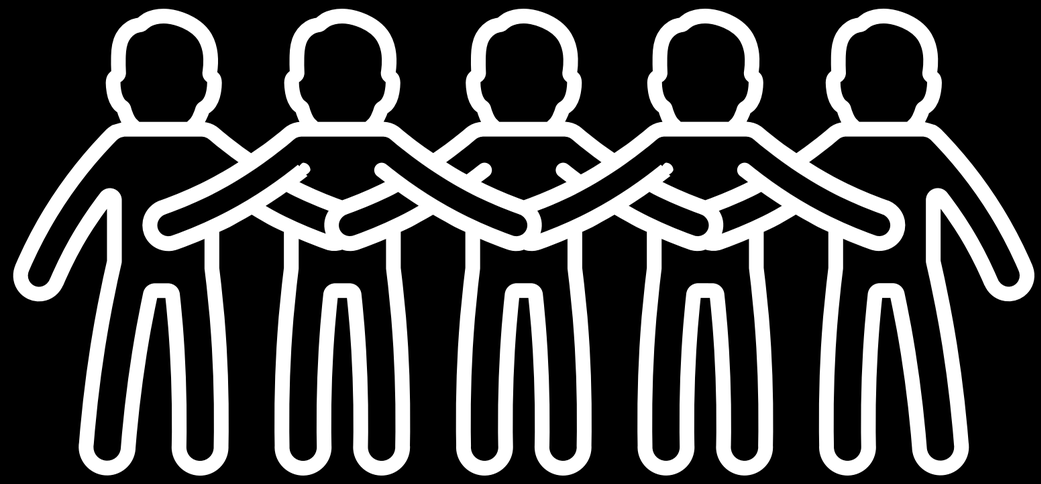
This isn’t just about “running ads.”
It’s about launching *a movement*

40 over 40. Fabulous pet moms. Healthcare heroes. Boss babes. Celebrating military women

They all work because they tap into

identity, meaning, and timing

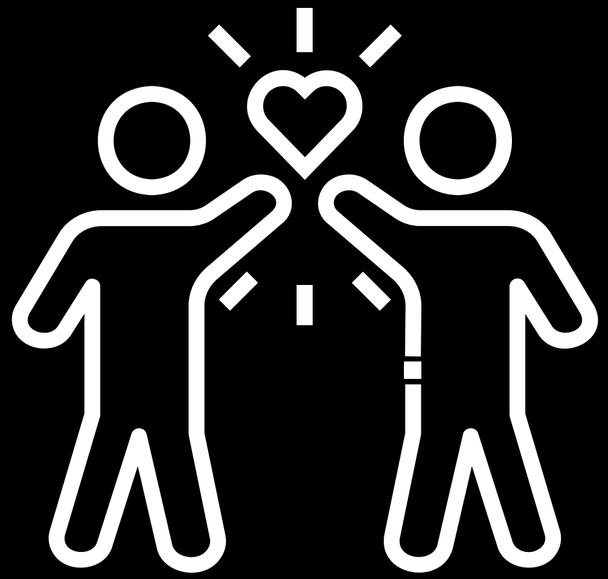
They give people a reason to say yes—because the offer isn't just about photos.
It's about *belonging*



It shifts the conversation from
“do you want a shoot?”
to *“you are part of us”*
and you don’t want to miss out

When I launched my first funnel & campaign, it wasn’t just a calendar-filler

It was a spotlight. A message.
A rally cry.

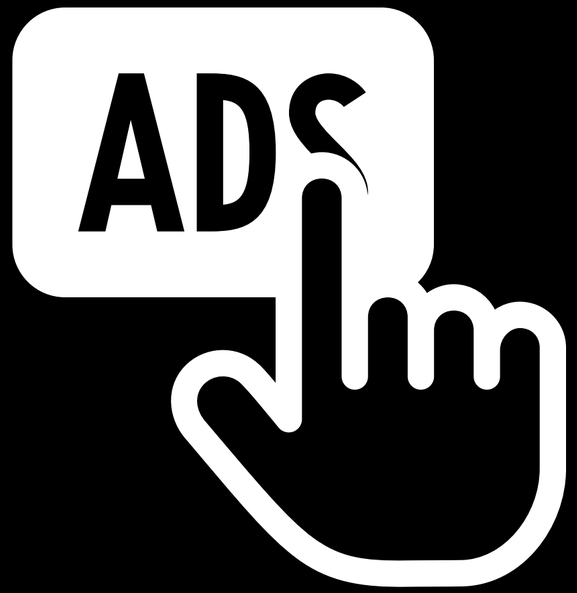


That’s the power of funnel & campaign thinking

Once you think in campaigns, you never go back to waiting around for clients

So how do you actually get people into your funnel & campaign?

This is where most photographers panic: *Facebook ads*



But the truth is—ads aren’t scary.

Boring ads are

If your ad looks like every other photographer's—"now booking fall minis!"—you're *invisible*

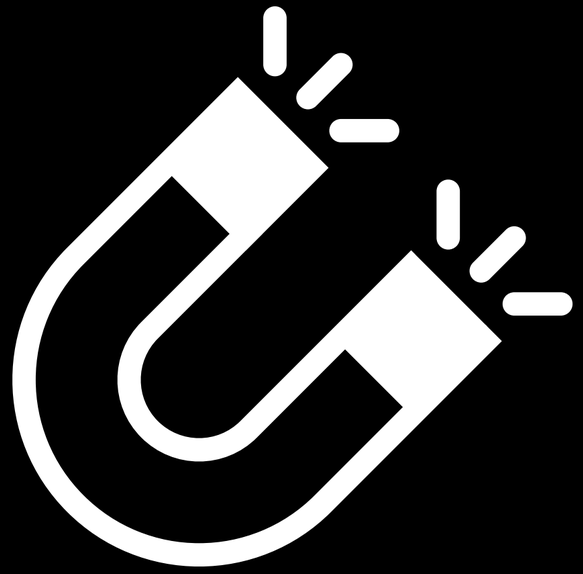
Your *campaign* ad is different

It’s not begging. It’s inviting

The headline isn’t “book a shoot.” It’s “we’re celebrating strong, *beautiful women over 40* in our city”

Or “calling all *fabulous pet moms* —we want to tell your story”

That’s not marketing.
That’s *magnetism*



When your ad speaks to identity, not just availability, *people feel it*

The right headline stops the scroll.
The right image sparks emotion.
The right message *starts a conversation*

And here’s the best part—these ads work even if you’ve never touched Facebook Ads Manager before

Because we keep it simple

1 image. 1 message. 1 campaign

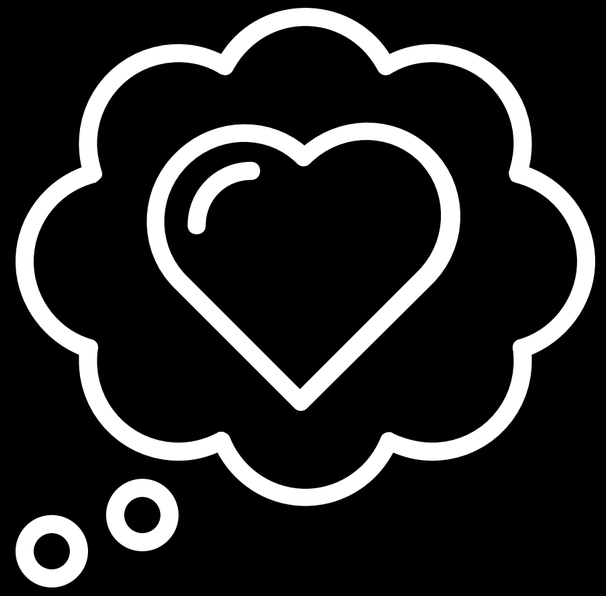
We’re not targeting 37 interests or retargeting for 60 days

We’re running one clear offer
to *one aligned audience*

These aren’t freebie-seekers. These are motivated, emotionally invested clients

Because your campaign ad didn’t just advertise a service—it made them

feel something



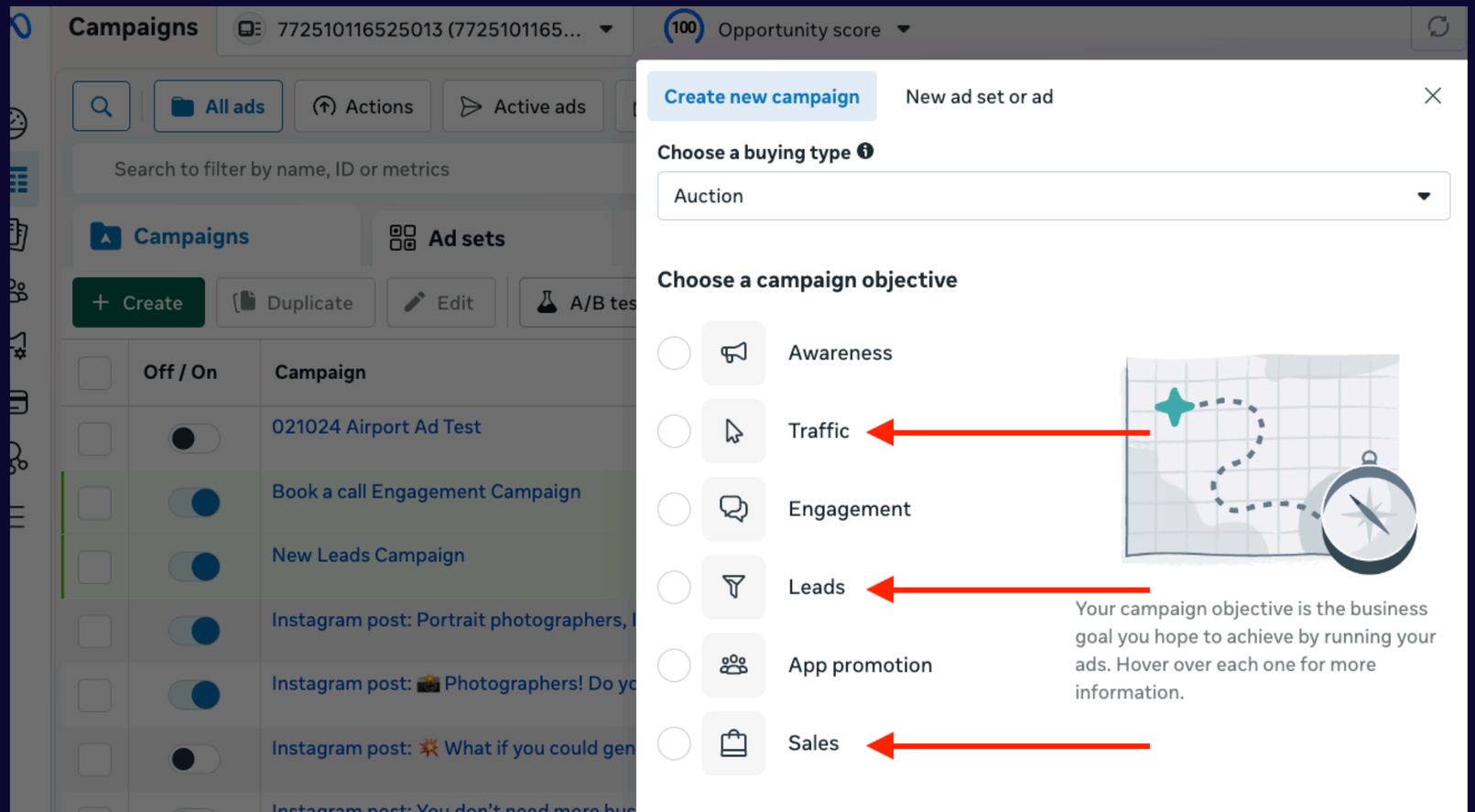
And that’s the beauty of this system:
the ad doesn’t do the selling.

It *starts the story*

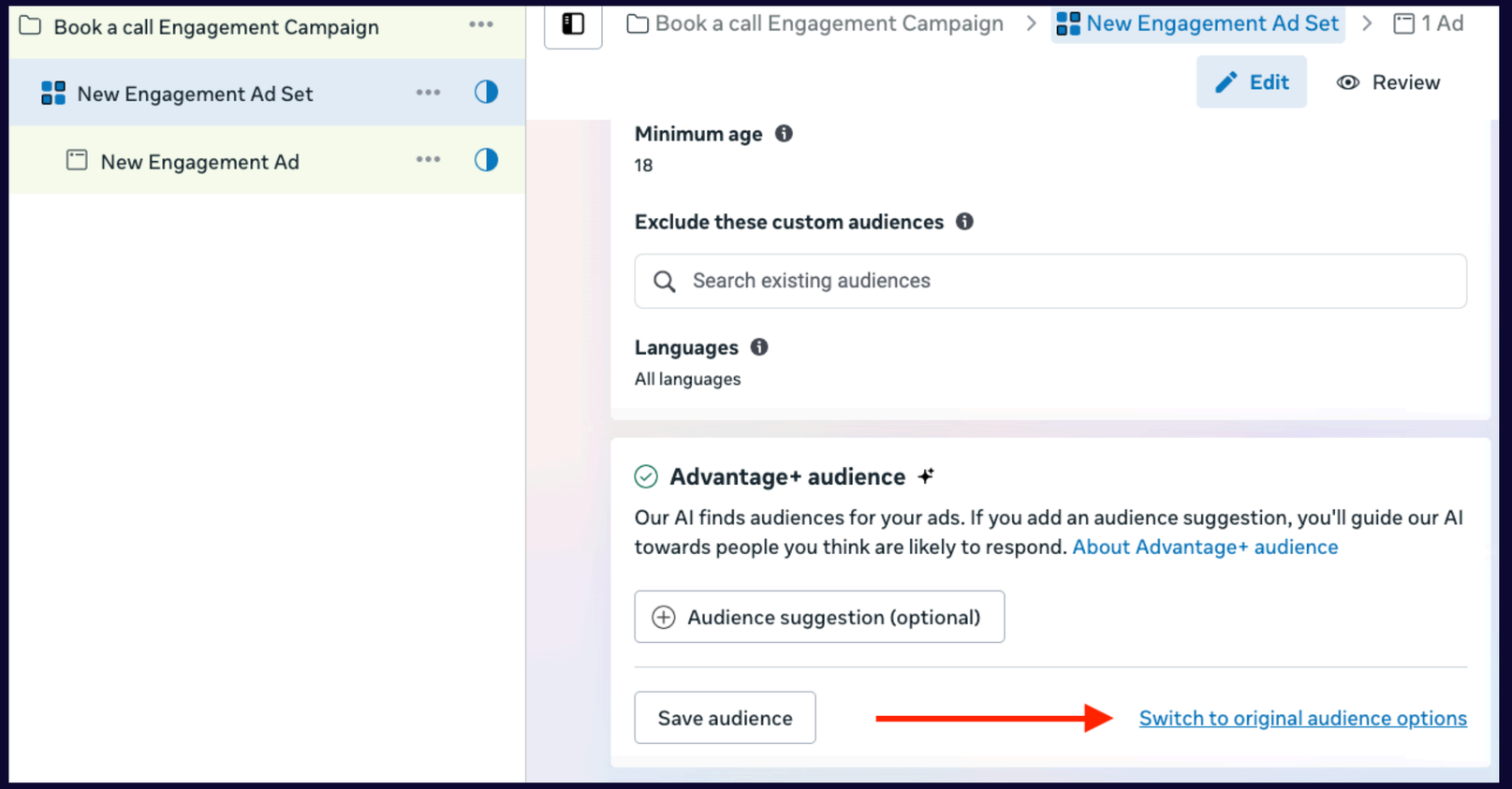
Let’s talk practical: how to actually set up a Facebook ad that works

First: the objective

Traffic > go to website
Leads > fill out a form on FB
Conversions > go to 2nd funnel page



Second: targeting
(choose original audience options)



Forget interests. Facebook knows more about your audience than you ever will. Broad targeting works better after 2025

Set your location. Set your age range (based on your campaign). Then let the algorithm find the right people

Third: budget

Start with $5–$10/day. Yes, that’s it. You don’t need a massive ad budget.

You need a powerful message

Fourth: your ad image

This matters more than the text.
Eye contact.
Confident smiles.
Catchlights in the eyes.
High contrast.
Bold color or dramatic black-and-white

Your image should stop the scroll cold—and feel like a moment worth celebrating

Fifth: your copy

Keep it short. Lead with the identity: “Are you a woman over 50 who’s finally ready to celebrate YOU?” Or “We’re honoring the badass pet moms of [city] —is that you?”

Your Content = 3 Things

Who is this For? (Why am I seeing this?)

Why do I care? (What's in it for me?)

What's next? (Do I click, dm, sign up, watch...?)

Speak to emotion, not logic

The copy’s job is to spark curiosity & trigger clicks

Once they click, an automated funnel should take over

Let’s get one thing straight: if you’re sending people to your website, you’re *losing money*

Websites are digital business cards. They're pretty. They're passive. And they convert like garbage

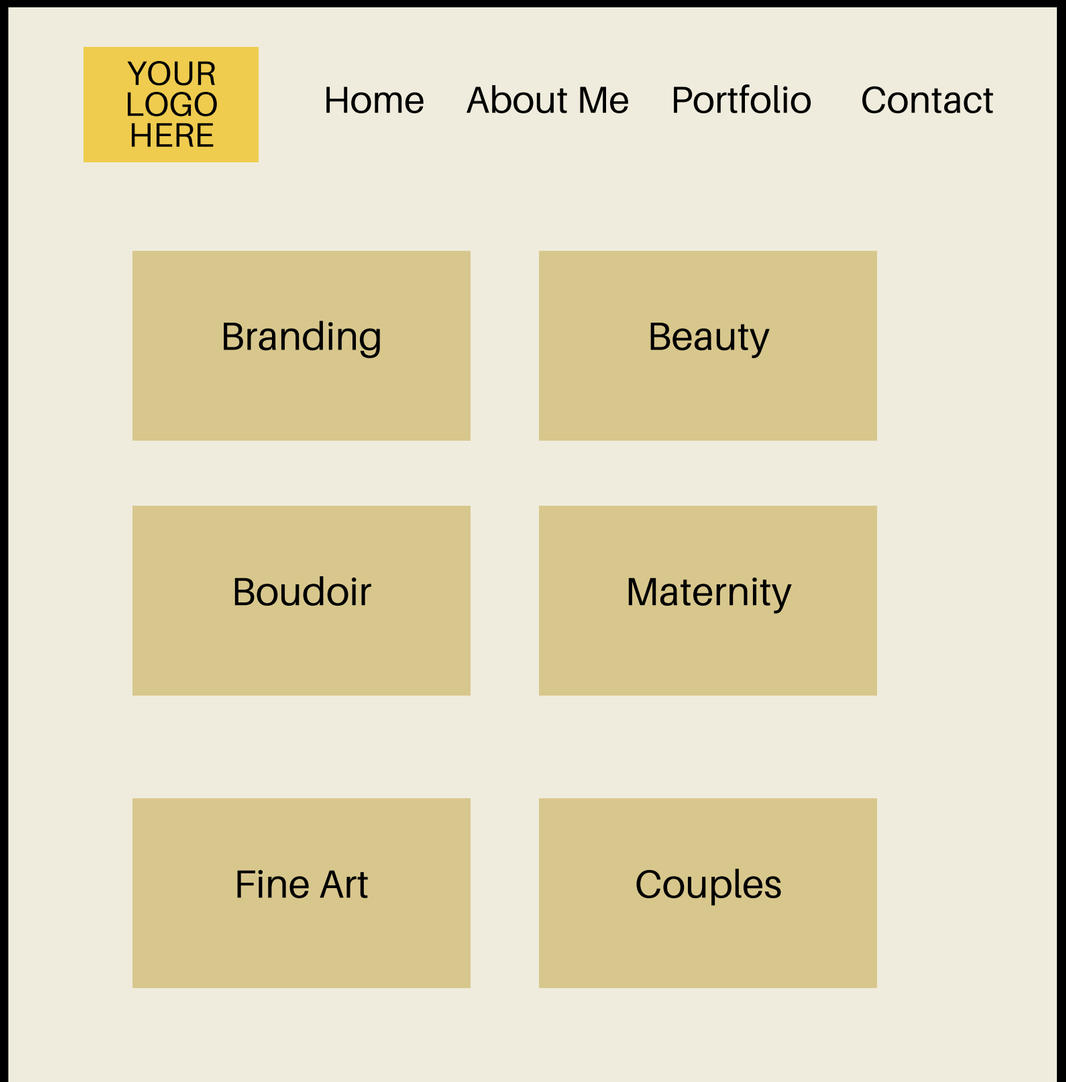
If your homepage has 12 menu options, a blog, your bio, and a “contact me” button—you’re sending people into a maze with no cheese

That’s a conversion killer

Photographers still relying on websites to get booked are living in the dark ages

What's wrong with *a website?*

The Old Way: Your (Possibly Current) Website



The Old Way

YOUR LOGO HERE

Home About Me Portfolio Contact

Branding

Beauty

Boudoir

Maternity

Fine Art

Couples

The Funnel Way

YOUR CAMPAIGN IDEA

How much does it cost?

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What does it include?

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Spots are Limited and Going Fast Book Now

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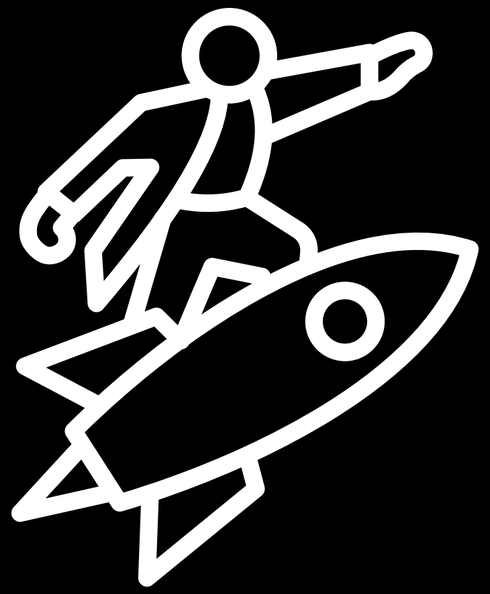
Conversion *Killers*

Don’t include:
Your logo at the top
Too much text
A picture of just one woman
A menu bar
A popup
No links at all

To Get The Best Results:

50% pictures
50% text
Crystal Clear Irresistible Offer
Show different women
Get to simple form (name, email, cell)
within 10 seconds

Today, attention is short. Motivation is fleeting. You have a tiny window to grab attention and drive action



Money Loves Speed.

That’s why you need a funnel

One page. One message. One clear next step

Your Campaign Idea Here

How much does it cost?

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What does it include?

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Spots are Limited and Going Fast Book Now

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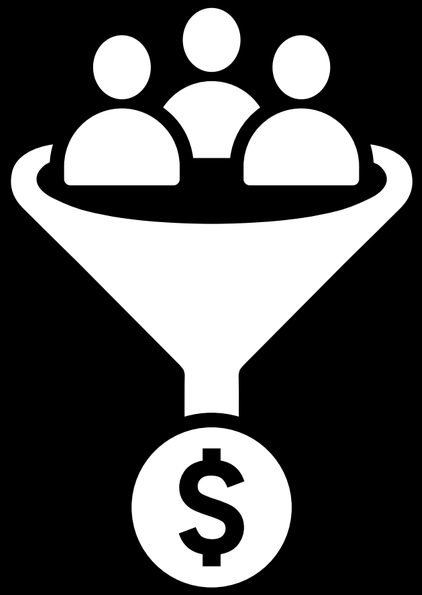
Your funnel is not a brochure.
It’s a conversion machine



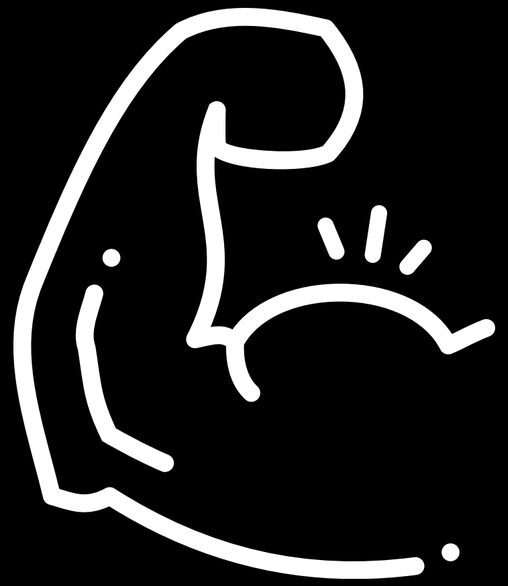
It tells the reader: yes, this is for you. Yes, here’s what to do next. Yes, here’s how to claim your spot

A great funnel filters the tire-kickers, qualifies leads, and builds desire—automatically

And the photographers who are crushing it right now? They all have one thing in common

They’re not sending traffic to websites. They’re sending it to funnels

Because funnels are built to convert



So if you've ever run ads and thought "these leads are junk" or "nobody's booking," it's probably not the ad

It’s the leaky, confusing, boring website you’re dumping them onto

It’s time to stop bleeding opportunity

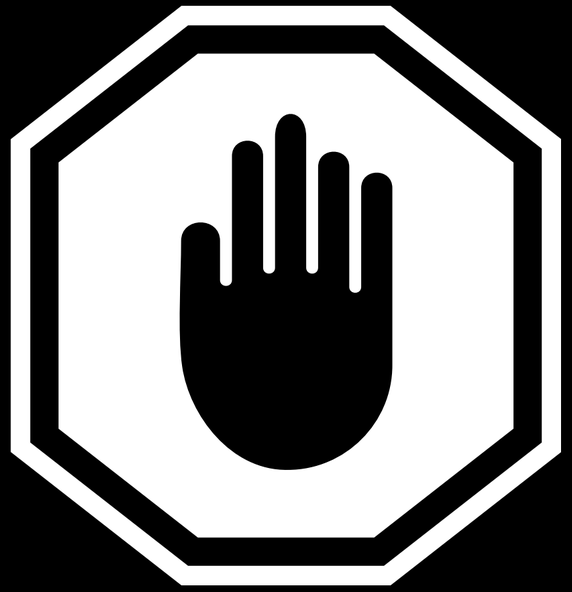
You need a landing page that acts like your best salesperson—on-call 24/7

But let’s go even deeper. Because even the best funnel can’t close the sale if you’re missing this piece

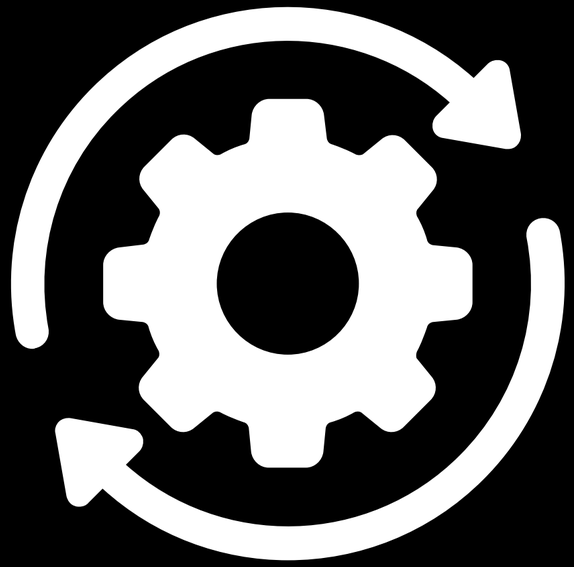
Follow-up

Most photographers ghost their leads—
or spend hours manually texting,
emailing, and chasing them down

That ends now



Because the beauty of this system is automation



Imagine having a digital assistant who instantly replies to every inquiry, follows up with reminders, and books consults while you’re out on a shoot—or asleep

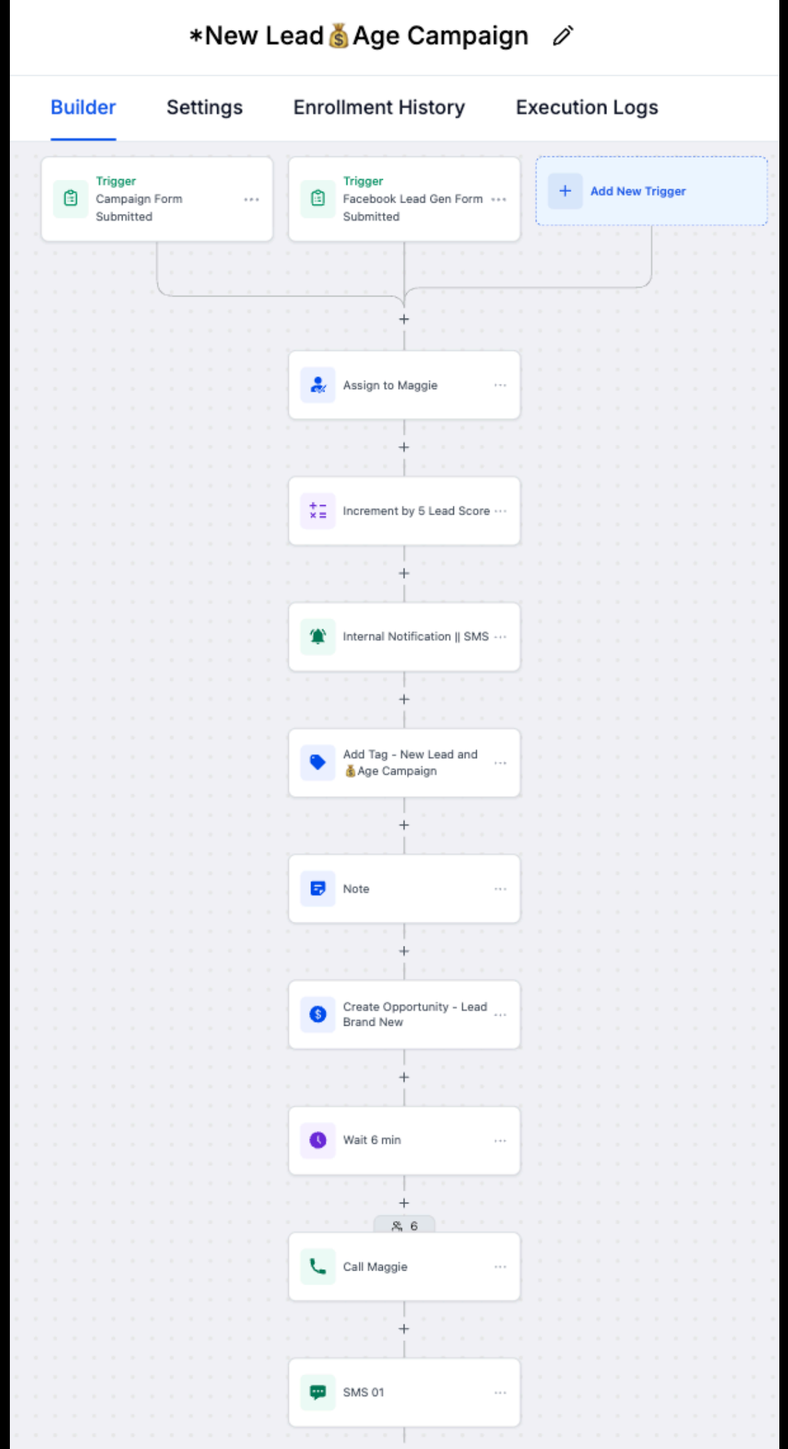
That’s what automation gives you

The second someone opts in, they get a personal-feeling confirmation message

Then they’re guided—step-by-step—
through your booking journey

Text reminders. Email nudges. Survey forms. Pre-framing messages

emails
texts
survey reminders
internal notes
built in wait times
more emails
more sms



saving
you
hours

It all runs without you lifting a finger

This isn’t about being lazy.
It’s about being *leveraged*

You’re not just saving time—
you’re building trust, speed,
and consistency

Because leads don’t sit around waiting for your reply. They move on

Automation lets you meet them in the moment of interest—and guide them straight to a “yes”

Photographers using this system wake up to consult calls booked on their calendar

They’re not glued to their phones.
They’re in control of their business

This is what our Magic Funnels™ software does: it installs a complete, automated sales engine that runs your campaign while you focus on creating

No tech stress. No duct tape.
No guessing

Just a system that works. Day and night.
Like a top-performing assistant who
never takes a day off

You saw the stories at the beginning...

Monica launched her campaign and booked 40 clients in just 5 days.

That turned into $140,000 in revenue over 12 months

Becky followed the system, and collected $7,000 in just five hours. Not days. Hours

Leila started from scratch just six months ago—zero leads, zero momentum. She’s now at $75,000 ...and counting

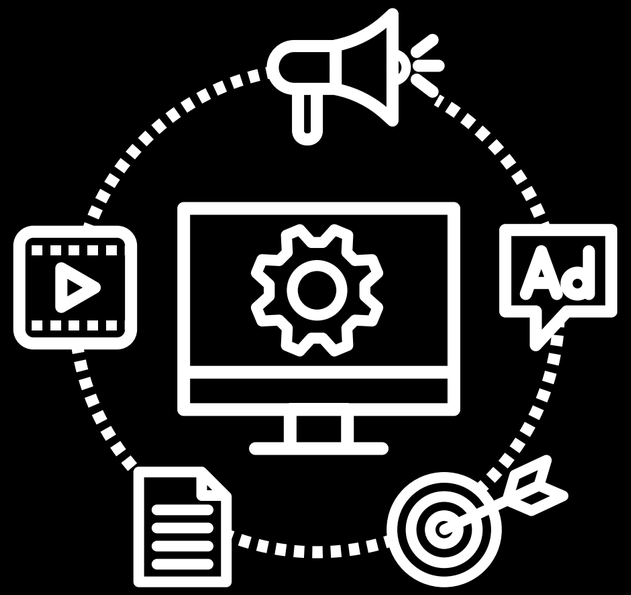
These aren’t unicorns. These are photographers who plugged into a system built to convert

We've had photographers who've been in business 10, 15, even 20 years say:

“This is the best year I’ve ever had”

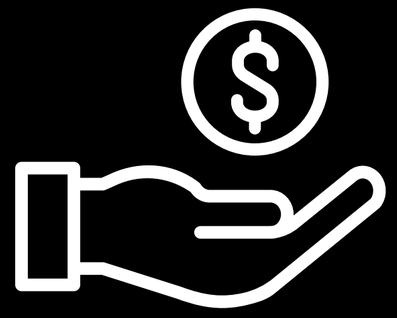
Not because they suddenly got more talented

But because they stopped hoping—and instead plugged into a marketing machine



Campaign. Ad. Funnel. Follow-up. Booked

This system is the difference
for me between
struggling and scaling



And the question now isn’t...

does this work?

It’s *are you ready* to install it?

Funnel *Strategy*

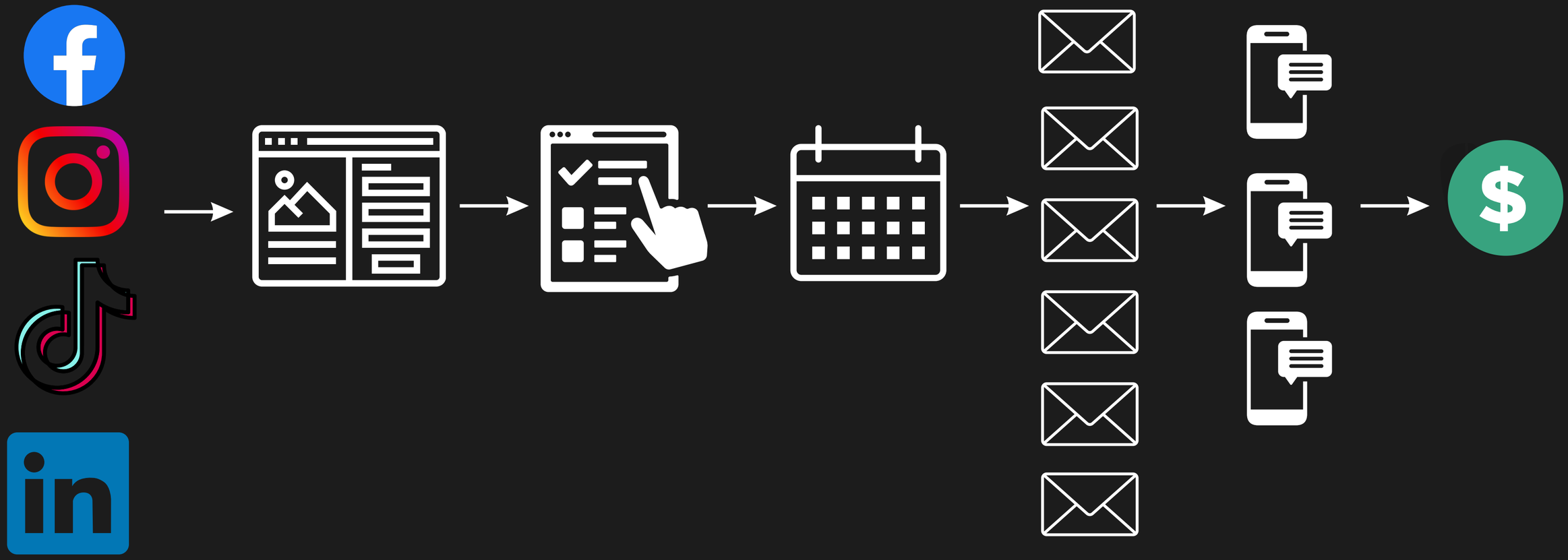
FACEBOOK & INSTAGRAM ADS + ORGANIC POSTS

LANDING PAGE

SURVEY

CALENDAR

EMAIL NURTURE SEQUENCE

THREE STRATEGIC TEXTS IN ONE WEEK

CONSULTATION CALL