

Tricia Turpenoff - Being Seen Through the Camera Lens - Episode 236 Show Notes

In this episode:

- How a gift Tricia received as a child shaped her life forever and led her to build a business that makes people feel truly seen in the light of who they are
- How great brand photography helps you build a strong brand and a successful business
- How you can capture your ideal clients' attention without saying a word
- Why setting up the “boring” part of your business tastes like freedom
- Tricia’s secret sauce to marketing that gets you raving fans and makes your business soar
- Building your calendar in a way that allows you to show up fully and joyfully

Notable quotes:

“Everyone is beautiful.” – Tricia Turpenoff

“The more you put yourself out there, the more people are paying attention to you and that's how your brand grows.” – Tricia Turpenoff

“Consistency is key to successful marketing and growing your business.” – Tricia Turpenoff

“When we got the back end of the business tight, it felt like freedom. Because that's all set up, I get to do the things that are most important for my clients.” – Tricia Turpenoff

“Sales and marketing are not going to happen overnight. People have to get to know you and that's why you have to be seen.” – Tricia Turpenoff

3 Pearls of Wisdom:

1. Make the business side of your business sexy - start loving on the back end of your business.
2. Understand your brand inside out, understand what your voice is, and go out and market.
3. Fall in love with sales.

Resources:

Tricia Turpenoff, Being Seen Through the Camera Lens

Website: <https://turpenoff.com/>

Facebook: [@TurpenoffPhotography](#)

Instagram: [@TurpenoffPhotography](#)

LinkedIn: <https://www.linkedin.com/in/triciaturpenoff/>

Link to the show: <https://www.kamiguildner.com/ewr-tricia-turpenoff-236>

#ExtraordinaryWomen #podcast #WomenRising #RaiseUp

Tag Kami on Facebook @KamiGuildner, Twitter @KamiGuildner, Instagram @KamiGuildner, and
LinkedIn @KamiGuildner