
30-DAY CORNERSTONE RESULT

The studio stopped being “busy but cash-tight” and tripled its profit.

Each new family now pays back what it cost to win and serve in 10 days, down from 26.5.

COMPANY

Family photography studio

LOCATION

South Miami, FL

MEASURED

30-day acquisition cycle

INSTALLED

All three parts

THE RESULT IN ONE LINE

10 days to recover a new client, down from 26.5	\$300 30-day gross profit per client, up from \$158	\$52 cost to win a client, down from \$92	10.9% of leads booked, up from 7.8%
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Starting with a baseline where the average client produced only \$18 in surplus, the studio engineered its packages and follow-up to raise 30-day gross profit to \$300.

By tightening its targeting and giving prospects a message only it could give, the cost to win a client dropped from \$92 to \$52, and the time to recover that cost fell from 26.5 days to 10.

The Cornerstone is one complete 120-day installation with three connected parts: a reason clients choose the business, a way to see how quickly the client investment is recovered, and written next steps the front desk can run.

“Within a year, my profits tripled. I completely stopped getting price-shopped because prospective clients were reading my website and crying, realizing I was exactly what they needed. You didn’t just scale my business, you saved my passion for it.”

ELENA CRUZ • FAMILY PHOTOGRAPHY STUDIO, SOUTH MIAMI, FL

BEFORE THE WORK

Profitable on paper, cash-tight in the account.

A studio running about 50 sessions a month, shooting constantly, with growth feeling too expensive to pursue.

The studio was running generic “Book a Portrait Session” ads, at a cost of \$92 to win each client. Add \$48 to deliver the work, for editing, assistant hours and gallery hosting, and each new client cost \$140.

Against \$158 of gross profit in the first 30 days, the studio kept its head above water, but there was no surplus to invest.

PART 1 OF 3

Give the client a reason to choose this studio

To bring the \$92 cost down, the studio had to replace the general portrait angle on its website and Instagram with what truly made it different.

The answer was already in hundreds of its reviews. One family wrote that he “stayed an extra hour off the clock just to capture my kids catching fireflies in the background.” Another: “My toddler had a complete meltdown, so he put his camera away, sat in the dirt to play trucks with him for 30 minutes, and never charged us for the extra time.”

WHAT CHANGED

Targeting narrowed to married parents aged 30 to 55 with household incomes over \$75k, within 10 miles. Examples and 5-star reviews moved to the top of the

WHAT THE WORK INSTALLS

“We measure sessions in moments, not minutes.”

Carried into the ads as one time-bound promise: “We stay until we capture the magic.”

page, and the lead-to-book rate rose from 7.8% to 10.9%. With reactivation messages to past clients, who cost nothing to win back, the blended cost to win a client fell to \$52.

PART 2 OF 3

Show how quickly the client investment is recovered

A lower cost to win a client only builds wealth if the gross profit per client grows at the same time.

A \$50 booking deposit, same-day editing upgrades and gallery upsells after the session reshaped the first 30 days. Premium packages rose to 22% of bookings and add-ons to 18%, for an average of \$300 in 30-day gross profit per client.

DAYS TO RECOVER

Total cost per client fell to **\$100**, \$52 to win plus \$48 to serve. Because the money moved sooner through deposits and fast upsells, the days to recover dropped from **26.5 to 10**.

COST TO WIN A CLIENT	\$92 to \$52
COST TO SERVE	\$48 to \$48
TOTAL COST PER CLIENT	\$140 to \$100
30-DAY GROSS PROFIT	\$158 to \$300
SURPLUS PER CLIENT	\$18 to \$200
DAYS TO RECOVER	26.5 to 10

With all three parts running, the studio recovered what each new client cost in 10 days. The monthly reading picked out same-day previews and fast upgrades as the most profitable thing to scale.

PART 3 OF 3

Give every inquiry a next step

Before the installation, the studio relied on a generic contact form, which slowed booking and delayed the cash.

WHAT HAPPENED

The follow-up pushed deposit capture to **70%** and upgrade attach rate to **25%**. A referral ask at the final gallery delivery pulled the blended cost to win a client

WHAT WAS INSTALLED

01

One-click booking and deposits

The contact form became a one-click calendar, with a \$50 deposit taken on the first call.

down further, and the studio firmly into surplus.

02

An upgrade script after every session

"We can deliver your full gallery in 48 hours for +\$120," or a one-day editing pass for \$60.

03

A 21-day sequence

A day-3 "best shots" preview to prompt upgrades, then offers on day 10 and day 17 for prints and gift cards.

THE CONNECTED OUTCOME

Three parts, and each one carrying the next.

THE REASON

The targeted message and the same-day preview promise gave families a reason to choose the studio, lifting lead-to-book to 10.9% and cutting the cost to win a client to \$52.

THE NUMBER

Tiered packages and fast gallery turnaround took the studio off razor-thin margins, from 26 days to recover to a 10-day surplus of \$300 gross profit per client.

THE NEXT STEP

Without adding a single photographer, the written systems put the studio on course for a projected 5-year profit increase of about \$575k over its old baseline.

CLOSING

More inquiries are useful when the studio is ready for what happens next.

A reason to choose the studio. A number that shows how quickly the client investment is recovered. A next step for every lead the advertising produces.

Those three connected parts are the Cornerstone. The advertising comes after them, when there is somewhere for every click, call, and visit to go.

Next step. Bring one period of advertising spend, your session records, gross-profit figures, and your current booking rates. We'll show you what can be measured and what is still missing.

Book the 15-minute call: neovora.com/schedule

