

THE FLYTOGRAPHER SALES TOOLKIT

flytographer



YOUR COMPLETE GUIDE TO SELLING PROFESSIONAL PHOTOGRAPHY SERVICES

Your clients aren't just booking trips, they're investing in moments that define their lives, that they will look back on forever. 75% of travellers are willing to pay more for personalized, curated experiences, which means you can earn per booking and see higher client satisfaction, loyalty, and referral scores.

This toolkit gives you the exact scripts, timing, and objection-handling strategies to seamlessly integrate photography into every client conversation.

“ Flytographer is one of my favorite ‘surprise and delight’ additions to a client’s itinerary. It turns beautiful moments into lasting memories - and gives our travelers something tangible to bring home beyond souvenirs. I’ve had clients cry happy tears when they received their photos. That’s the kind of emotional connection and joy we always hope to create through travel. ”

- BRIANNA GLENN, MILK + HONEY TRAVELS



BROUGHT TO YOU BY FLYTOGRAPHER: YOUR PARTNER IN CREATING
LASTING TRAVEL MEMORIES AND BUILDING A THRIVING BUSINESS.

EMBEDDING INTO YOUR PROCESS



3-TOUCH INTEGRATION STRATEGY



TOUCH #1: DURING INITIAL CONSULTATION/BOOKING

After confirming your client's destination and travel dates, introduce the concept of capturing their memories through beautiful photography, using the following script:

"One thing I always discuss with my clients is how to capture the magic of your trip. I partner with Flytographer because while 100% of travelers take photos, professional photography captures the emotion and memories that deserve to be treasured forever. And, you then don't have to spend time on your trip trying to capture the perfect moment. Could I send over more information about the company and some sample photography to give you a sense of what it would look like?"



TOUCH #2: IN THEIR DETAILED ITINERARY

When presenting your client their trip itinerary, add a dedicated section called "Capture Your Memories".

Let them know: "I've included a professional photography session on day 3 of your trip. Flytographer photographers are like having a local friend show you around: they'll share insider tips while capturing your memories, and will make it fun, easy and comfortable. Many clients tell me this becomes the highlight of their vacation! Let me know if that day and timing work well for you, or if you want to switch it around."

TOUCH #3: PRE-DEPARTURE CHECKLIST

During final trip preparations, build up your client's anticipation of excitement for the session:

"As we finalize your trip details, I want to remind you about your Flytographer session. The weather looks perfect for day 3, and I've booked [photographer name] who specializes in [family/couple/solo] photography. They'll meet you at [location] at [time]. Any questions about what to wear or bring?"

EMBEDDING INTO YOUR PROCESS



BONUS MAGIC TOUCH #4: TURNING THE MEMORIES INTO LEGACIES

Once your client returns from their trip, help them preserve and share their travel memories: it will extend the trip's value and keep you top-of-mind. Recommend that they print photos from their photoshoot, and remember if you booked the photoshoot for your client, they will receive a code to order a free 5x7 photo print:

"Welcome home! I hope you're still glowing from your incredible [destination] adventure. I saw a sneak peek of your Flytographer photos - they're absolutely stunning! I always recommend to my clients that they print their favourites while the memories are still fresh. There's something magical about holding a physical photo that a screen just can't replicate - these moments deserve to live on your walls, not just your phone! You can do so directly through Flytographer, or if you need other recommendations, let me know. I'd love to hear all about your trip when you're ready. And of course, I'm already thinking about where we should capture your next adventure!"

PRO TIPS FOR HIGHER CONVERSION:

- Remove friction: Recommend specific photographers (our team can help you with this!) or book on their behalf
- Timing matters: Ideally, schedule shoots for day 2-3 of their trip (allows for any shifts in travel planning, gives time to reschedule if weather issues, and gives them time to learn the insider tips from the photographer and experience them during that trip)
- Show don't tell: Use your own Flytographer photos in marketing materials (if you haven't yet, book your personal shoot and receive \$100 off!)

UPDATING YOUR WEBSITE

3
EASY
STEPS!

#1

STEP 1: GET YOUR AFFILIATE LINK OR REQUEST AN AGENCY-BRANDED LANDING PAGE

Start by securing your unique affiliate link from your Travel Advisor dashboard. For an even more professional touch, request an agency-branded landing page - this is an intermediary page that your affiliate link can drive to, featuring your logo and additional information about what Flytographer offers, rather than landing directly on our main homepage. This branded approach builds trust with your audience and reinforces your partnership with Flytographer.

→ Request your agency-branded page by emailing us at traveladvisors@flytographer.com

#2

STEP 2: CREATE COMPELLING BLOG CONTENT

Develop blog posts with stunning travel lifestyle imagery that naturally lead to Flytographer bookings. Either use photos from our [media kit](#) or use photos from your personal Flytographer shoot for an even easier sell! High-converting content ideas include:

- **"The Importance of Capturing Memories on Vacation"** - Focus on how professional photography preserves emotions and experiences that smartphone photos simply can't capture.
- **"Why the Selfie Doesn't Cut It Anymore"** Discuss the limitations of DIY travel photography and the value of having a local photographer who knows the best spots and lighting.
- **"The Hidden Benefits of Hiring a Local Photographer While Travelling"** – Highlight the insider tips and local knowledge that Flytographer photographers provide beyond just taking photos.

#3

STEP 3: STRATEGICALLY PLACE YOUR AFFILIATE LINKS

Maximize your earning potential by sprinkling your Flytographer affiliate link throughout relevant pages on your website:

- **Travel Tips Blog Posts** – Include a call-to-action about capturing memories professionally within your existing destination guides and travel advice articles.
- **Client Resources Pages** – Add Flytographer to your curated list of travel resources, highlighting the \$25 discount your clients receive when booking through your link.
- **Partnerships Page** – Feature Flytographer as a trusted partner, emphasizing the exclusive client discount and the professional quality of their photographers.
- **Travel Planning Checklists** – Add professional photography as a recommended item on pre-trip planning lists.

☆☆☆☆☆
USE SOCIAL PROOF

CONVERSION
CONTENT IDEAS

ADDRESS COMMON
OBJECTIONS

BEFORE/AFTER
COMPARISONS

CREATE FOMO

flytographer



SALES SCRIPTS THAT CONVERT



EMAIL SCRIPT: INITIAL INTRODUCTION

Subject: Making Your [Destination] Trip Unforgettable

I know how important this trip is for you, and I'd love to suggest adding a Flytographer photoshoot experience [[hyperlink your custom branded affiliate page here](#)] to your itinerary. It's a service many clients call the highlight of their vacation and has five ★s for a reason! The shoots are short (30/60/90 minutes), fun and natural in style. Their vetted photographers are like a local friend - you'll stroll the city together and they'll share insider tips while capturing your memories for the best vacation souvenir. You can enjoy your trip knowing you'll come home with the perfect photos to remember the moment forever. Let me know if you'd like me to arrange this for you—I'm happy to handle all the details!

Best,
[Your name]



CALL SCRIPT: VALUE POSITIONING

"One thing I've learned from my clients is that they regret not having professional photos of their special moments - they spend so much time worrying about capturing the perfect picture that they miss actually being in the moments. That's why I partner with Flytographer to ensure you have stunning images that capture not just what you saw, but how you felt, so that you can keep reliving those moments of joy. These photos become family heirlooms that increase in value over time and that you'll keep looking back on, forever."



FOLLOW-UP SCRIPT: CREATING URGENCY

I wanted to circle back about the photography session for your trip. The best photographers in [destination] tend to book up, especially during [season/holiday]. I can secure your preferred time slot today if you'd like to move forward. Would you prefer the 30-minute session for \$325 or the 60-minute session for \$425?

HANDLING OBJECTIONS



Remember: the key to selling someone is emotion, not logic. Focus on feelings, memories, and experiences rather than technical specifications.

"WE CAN TAKE OUR OWN PHOTOS"

"Absolutely, and you should! But here's what I've learned from hundreds of clients: when you're behind the camera, you miss being in the moment. Plus, our photographers know the secret spots locals use and can capture shots you'd never think to take. You'll have both your candid phone photos AND these professional memories."

"IT'S TOO EXPENSIVE"

"I understand the investment feels significant. You're already investing \$[trip cost] in this experience. The photography adds just [percentage] to ensure you have stunning memories that last forever. When you think about it, these photos will be the one thing from your trip that actually increases in value over time. It's like insurance for your memories."

"WE'RE NOT PHOTOGENIC / MY PARTNER OR CHILD DOESN'T WANT TO"

"That's exactly why a Flytographer photographer is perfect for you! They specialize in making people feel comfortable and natural. No awkward posing - just you enjoying your destination while they capture genuine moments. Many of my most camera-shy clients end up loving their photos the most. And, they are phenomenal with children!"

"WE CAN'T FIT IT INTO OUR SCHEDULE"

"The beauty is that it fits seamlessly into your sightseeing. You're already planning to visit [landmark], so the photographer meets you there and captures your experience. It's not additional time - it's making your planned activities even better, and 30 minutes will fly by."

SOCIAL MEDIA TIPS + SCRIPTS

LEAD WITH EMOTION, NOT FEATURES

Start with feelings ("Nothing makes me happier..." "The difference between a good trip and unforgettable one...") rather than facts ("Flytographer offers 30/60/90 minute sessions"). People buy emotions and justify with logic.

USE THE "SWIPE PSYCHOLOGY" STRATEGICALLY

Start with feelings ("Nothing makes me happier..." "The difference between a good trip and unforgettable one...") rather than facts ("Flytographer offers 30/60/90 minute sessions"). People buy emotions and justify with logic.

MASTER THE "SOCIAL PROOF SANDWICH"

Start with a bold statement, provide client proof in the middle, then end with your call-to-action. This pattern builds credibility while maintaining momentum toward conversion.

CREATE FOMO WITH EXCLUSIVITY LANGUAGE

Use phrases like "This is why I partner with..." or "My clients always tell me..." to position yourself as an insider with special access. This makes followers want to be part of your exclusive client group.

MAXIMIZE CONVERSION WITH LINK-IN-BIO PLACEMENT

End posts with "Link in bio to learn more..." and use your custom Flytographer affiliate link in your bio. This creates a seamless path from inspiration to action, and you earn commission on bookings that comes through your link.



INSTAGRAM CAPTION IDEAS

POST #1:

🌟 Why I always recommend @flytographer to my clients: Because years from now, you won't remember what you had for lunch, but you'll treasure these moments forever. Swipe to see why [Client Name] called this the highlight of their [destination] trip! 📸❤️

#flytographer #traveladvisor #memories

POST #2:

The difference between a good trip and an unforgettable one? Professional photos that capture the FEELING, not just the place. 🥰🌟 My clients always tell me they spend half their vacation trying to get the perfect selfie. With @flytographer, they actually get to BE in the moment while someone else captures the magic. Swipe to see what I mean ➡️

#wortheverypenny #flytographer #traveladvisor

POST #3:

POV: You're a travel advisor and your client sends you THIS 🥰 Nothing makes me happier than seeing my clients' faces light up when they get their @flytographer gallery. These aren't just photos, they're heirlooms. They're proof that this moment happened. They're the reason I love what I do ❤️

#clientlove #flytographer #memories #traveladvisor

POST #4:

Hot take: The best souvenir isn't something you buy - it's something you become. 🌟 These photos from [Client Name]'s [destination] trip capture pure joy, connection, and adventure. While everyone else was buying t-shirts, they were investing in memories that will hang on their walls forever. This is why I partner with @flytographer 📸

#bestsouvenir #flytographer #traveladvisor #memories

EMAIL MARKETING TEMPLATES



"CAPTURE MORE THAN JUST MILES"

This month's client spotlight: The Johnson family returned from Tuscany with more than just memories —they have stunning professional photos that capture the joy of their multi-generational trip. "We were so busy trying to get the perfect selfie that we weren't enjoying the moment," Sarah shared. "Having a photographer let us be present while still getting incredible photos."

Thinking about your next trip? Let's talk about how to make it picture-perfect! 📸

"THE SOUVENIR THAT GETS MORE BEAUTIFUL WITH TIME"

While browsing a local market for the perfect souvenir, my client Emma had a realization: "In 20 years, I won't remember what I bought here, but I'll treasure these photos forever." Her Flytographer session in Morocco captured not just the vibrant colors of the medina, but the wonder in her eyes as she experienced it for the first time.

Unlike souvenirs that gather dust, professional travel photos become more precious with time. They're conversation starters, wall art, and family heirlooms all in one. What memories are you ready to preserve?

"WHY I ALWAYS PACK A PROFESSIONAL PHOTOGRAPHER"

You pack your camera, your phone, maybe even a selfie stick. But here's what I've learned from 500+ client trips: the best photos happen when you're not worried about taking them.

Last month, the Martinez family almost skipped their Rome photoshoot because they were "too tired." I gently encouraged them to keep it, and it became the highlight of their entire trip. Their 8-year-old daughter's face lighting up at the Trevi Fountain? Priceless. Dad finally relaxing enough to laugh with his wife? Beautiful. These aren't just photos - they're proof that this perfect moment happened. Ready to stop missing your own vacation? Let's talk about your next adventure.



“IF YOU’VE SPENT YOUR MONEY AND
TIME ON AN EPIC TRIP, WHY NOT GIVE
IT THE MEMORIES IT DESERVES?”

– THE GLOBE AND MAIL

QUICK LINKS + RESOURCES

[One-pager to share with clients](#) that quickly explains Flytographer to your clients: who we are, how it works, and why they’ll love it. Drop it into your pre-travel emails, proposals, or client portal! [Download it here →](#)

[Flytographer’s VIP Experience Playbook](#): 10 Strategies to Increase Client Value and Secure Premium Prices
[Download it here →](#)

[Personalized affiliate pages with custom branded URLs](#). Do you have a generic affiliate link and want to change it to match your brand or business name? Don’t have an agency-branded page yet to share with your clients? Reach out to us at traveladvisors@flytographer.com and we’ll help set you up.

[Beautiful images](#) that you can use in newsletters, client emails and social media are available [here](#).

[Helpful content](#) that you can share with your clients:

- [Our Blog](#) (travel tips, photo tips + more!)
- [Customer Travel Tips](#) (search by city!)
- [Style Guide](#)
- [Posing Guide](#)

Questions about implementing these strategies or joining our program? Email us at traveladvisors@flytographer.com - we’re here to help you succeed!



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