


From: Sarah Petty sarahp@joyofmarketingevents.com 
Subject: the bully in your life
Date: October 13, 2020 at 2:42 PM
To: ellawilsoncopywriter@gmail.com



Who tells you you're not good enough to be a "real photographer," Ella L?

Who throws all your fears and insecurities in your face?

I know who it is.

(I bet you're wearing her underwear right now =)

Because...

She. Is. You.

What if I told you....

Your inner bully can be your BEST friend - if you know how to handle her!!!

On this episode of the Worth Every Penny Joycast...

I'll show you how to FUEL your progress by using your inner critic's "trash talk" against her!

[Click here](#) to get gassed up now.

Here's a little breakdown of what I'm covering.

- (5:25) You + bully can make decisions without calling your mama
- (7:12) Rocking your bully to sleep with this secret
- (13:45) When to punch the bully in the gut
- (20:33) The decorating trick that shuts your bully up every day!
Hello...Home Edit ;)

[Push play here](#)



With Joy,

-Sarah

P.S. I've got a shiny new Macbook I'm giving away...just in time for all those sessions you'll shoot this fall.

The winner will be chosen as soon as [this podcast hits 1,000 ratings](#) and we're SOOOO close.

If you aren't entered yet, here's what to do:

- 1) Grab your iphone.
- 2) Open the purple podcasts app.
- 3) Search for Worth Every Penny Joycast

3:01




[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\) Library](#)



Worth Every Penny Joycast

Sarah Petty
Subscribed

 **Play** 

From: Sarah Petty sarahp@joyofmarketingevents.com 
Subject: She did WHAT?
Date: March 24, 2021 at 3:41 PM
To: ellawilsoncopywriter@gmail.com



Can you imagine being unhappy in a \$100K/year photography business, Ella L?

If you're still buying store-brand ketchup, that's probably hard to imagine! LOL

(When I was just starting out - I swore I'd never buy store-brand ketchup again once I "made it.")

[But for today's podcast guest](#) and Peak Performer of the Year Debra Lawrence....

"Success" in her \$100k a year photography business was not what she pictured.

Tied to her computer and editing a mind-boggling 550 sessions a year meant...

...Missing her family.

...Sacrificing her weekends.

...Working herself to exhaustion.

So in 2020 she took a HUGE risk in an effort to reclaim her life.

On [today's episode of the Worth Every Penny Joycast](#) she joins me to share what happened and where she is now.

A truly amazing story!

[Listen here.](#)




With Joy,



-Sarah

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Joy of Marketing 3220 Executive Park Drive Springfield, Illinois 62703 United States (866) 544-JOYS

From: Sarah Petty sarah@photographybusinessinstitute.org 
Subject: Planuary
Date: February 1, 2024 at 7:32 AM
To: ellawilsoncopywriter@gmail.com



the joy of marketing is marching forward into 2024 as the



visit us online at www.photographybusinessinstitute.com

The Great British Baking Show is my go-to relax-and-turn-the-world-off TV show!

(If you've never seen it, I HIGHLY recommend it!)

Part of every episode is the “showstopper,” a visually stunning piece that’s usually not just baked, but BUILT!

Imagine towering multi-layer cakes and jaw-dropping bread sculptures - structures the bakers construct out of edible parts.

But if they don’t plan correctly, it all comes tumbling down!

Your year as a business owner is the same way!

Winging it and making things up as you go is NEVER the best way to achieve your goals.

(Whether that’s a handshake from Paul Hollywood or a 6-figure photography year)

My top coaching students just finished an activity I do every year to build their years on a strong foundation - I call it “Planuary.”

If there was a photography equivalent for a Paul Hollywood handshake, Planuary would get you there!

I’ll tell you all about it on today’s podcast [here](#).

With Joy,

Sarah

Listen Now @ Joyofmarketing.com

Or listen at One of Our Partner Channels Below:



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From: Sarah sarahp@joyofmarketingforphotographers.com
Subject: Just me and Tony Robbins, hanging out
Date: October 15, 2021 at 2:11 PM
To: ellawilsoncopywriter@gmail.com



I can't believe I'm even saying this - I SPOKE ON THE SAME STAGE AS TONY ROBBINS!!!



Tony Robbins, probably the biggest motivational speaker on EARTH, was the closing speaker at a conference where I spoke last month.

Little old me, just a photographer and momma of 3... got asked to speak on the same stage!!

And let me tell you, Ella Wilson...

After spending the day listening to Tony, some things snapped into focus for me!

And I've gotta let you in on them.

[Click here](#) to listen to my Top 5 takeaways from my time with Tony...

So you FINALLY stop talking about how you want to go all in on your

so you FINALLY stop talking about how you want to go all in on your business and ACTUALLY DO IT!!!



with JOY,


-Sarah

P.S. Congrats to Stevi Newell, the winner of the CAMERA giveaway. She reviewed the podcast and won a new mirrorless camera.

We love surprising our followers with giveaways.

If you want a shot at our next giveaway, go rate and review the Worth Every Penny Podcast on [Apple Podcasts here](#).

Be sure to post your review on Instagram and tag me @sarah.petty so I

From: Sarah Petty sarahp@joyofmarketingevents.com 
Subject: the worrier's guide to thicker skin
Date: March 17, 2021 at 4:44 PM
To: ellawilsoncopywriter@gmail.com

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Worry too much, Ella L?

About every possible scenario?

- *“What if they don’t like my photos?”*
- *“What if they say my prices are too high?”*
- *“What if they say I’m not good enough to be doing this???”*

“What ifs” used to keep me up at night, too.

But after 23 years as a photographer, I’ve learned a LOT about keeping a thick skin when I get negative comments.

One of my students asked me for advice on how she could build a thicker skin for dealing with criticism

(which is inevitable in ANY artistic profession)...

So I thought, “Hey, that would make a great podcast!”

If you’d like to get a good night’s sleep WITHOUT the “what ifs”

[Click here to listen now.](#)



With Joy,

-Sarah