

Welcome to Emma's Diary Pro

Barrett & Coe is dedicated to making you and Emma's Diary more profitable and it is for that reason that we are pleased to introduce Emma's Diary Pro.

What is Emma's Diary Pro?

Emma's Diary Pro is an exclusive service that we are introducing to help all photographers participating in the Emma's Diary scheme. We are confident that whatever the level of experience, we can help you to **increase your average order value and sales potential** from Emma's Diary leads.

As well as support guides and material, this service will include a focussed day in Norwich where you can **meet our franchise support team** and see how we deal with Emma's Diary data from the start right through to the customer and the journey they go through at a studio level.

These days will be available once a month on a first come first served basis for a maximum of 6 people at a time. They will be a small charge of £25 to cover basic costs and lunch will be provided.

Why are we introducing it?

Each year our franchised studios collectively achieve sales of £750,000 from Emma's Diary data and these are run by people who start out with no experience of the industry or craft they are entering into.

At present they are currently averaging just over £300 per sitting which may sound too good to be true, however we know these sales figures are exact because they pay us a percentage of each sale they make.

Having this network of studios in place gives us the facility to be able to **trial, test and analyse different ideas, such as new products, pricelists and processes**. The knowledge collected from this helps us to continuously improve and build upon our successes with Emma's Diary, and it is this knowledge and success that we want to pass onto you!

Over to you!!

Your Emma's Diary process is the key to your success and there are a number of factors that sit within it which all have to be executed in order to manage your client's expectations and make you effective.

There is far more to a baby shoot than just taking photographs and analysing these key factors at one of our Emma's Diary Pro days is a priority if you want Emma's Diary to become even better for you!

