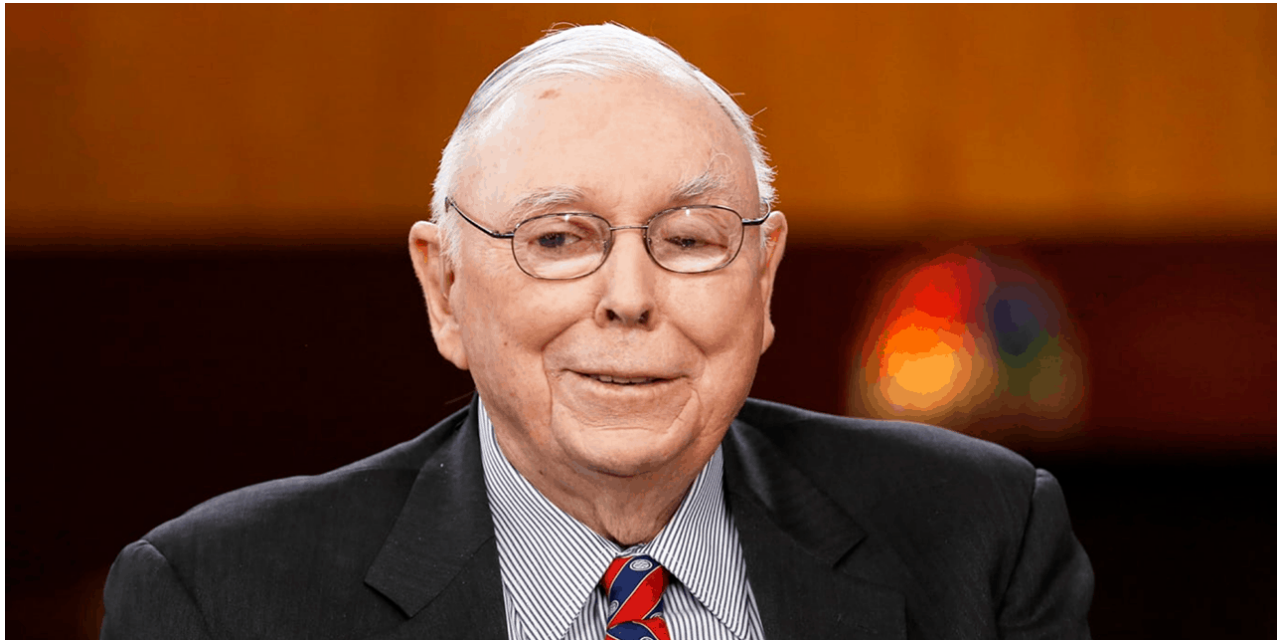


YOUR FIRST \$100K WITH SOCIALITE 360 PHOTO BOOTH RENTALS PLAYBOOK



How to Create your first \$100k Renting
360 Photo Booths for Events and Parties!

Socialite[®]



ABOUT THIS PUBLICATION

Congratulations! You have taken your First Step towards financial Freedom! (And Fun!)

As billionaire investor Charles Munger famously stated:

Your net worth skyrockets after you're able to make your first \$100,000.

The most difficult part about building wealth is earning that first sizeable sum.

So all you need to do is to identify the most efficient way to build that first \$100k and you'll well be on your way to the life of your dreams!



INTRODUCTION

If you're looking for an opportunity to make some serious money with very low startup and overhead costs, you might want to consider your very own Socialite 360 Photo Booth Rental Business.

Photo booth rentals can be extremely lucrative when you have the right strategy in place, and this market is only expected to grow even larger!



IN FACT..

In Fact... it's quite common for the top 360 Photo Booth rental earners to bring in over \$100,000 each Year!

This type of business also requires little to no overhead, and set-up couldn't be easier for the returns you can expect. So, if you're looking to make some serious money, then photo booth rentals may be the perfect solution for you.

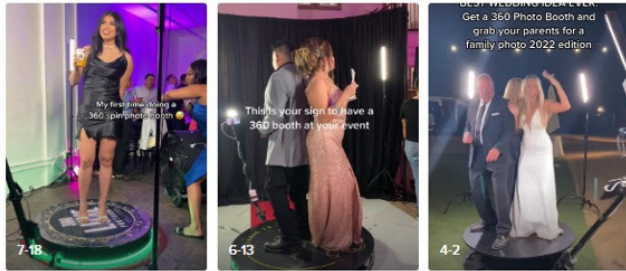


PHOTO BOOTH RENTAL MARKET RESEARCH

The Socialite 360 Photo Booth is a State of the Art Spinning Booth that uses your iPhone (or Android) or iPad to record amazing video of party attendees or events for the ultimate experience!

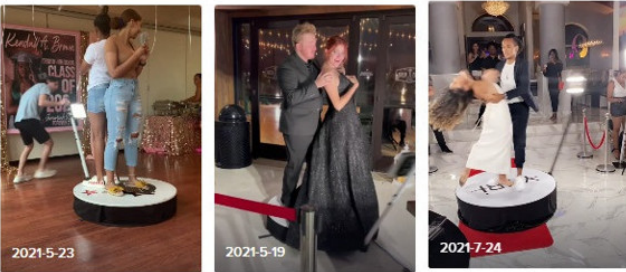
The Photo Booth Market size is estimated to be at \$400 million in 2020 and is expected to grow annually at 16% from 2022 to 2027.

Current monthly US Google searches for 360 Photo Booths average approximately 76,000 searches every month!



#360photobooth
 dianaaherre... 1.2M
 #360photobooth #fyp
 #quinceañera #partytime
 l3d360booth 1.9M
 WEDDING IDEA: Do yourself a favor & get a 360 photo booth ...
 partyhardej 8.2M

8.5 Million Views!



#360photobooth
 photobomb... 1.8M
 #360photobooth
 photobomb... 2.6M
 i never seen something so beautifully done on Yuri's 360...
 yuri360co 5.8M

5.8 Million Views!



INCREASE OF SOCIAL MEDIA USERS

There has been an HUGE rise in social media users over the recent years, boosting the demand for Socialite 360 photo booths and it's unique design has absolutely captivated the attention of social media followers.

Many of these Videos have gone VIRAL and have Millions of Views, creating even more demand for Socialite 360 Photo Booths!

As of January 2021, there were approximately 4 billion social media users globally, representing about 50% of the total global population. Socialite 360 Photo booths allow users to quickly, easily & securely upload photos, videos and GIFs directly into their social media accounts where many have gone viral.

The ease of use allows everyone to upload their videos into TikTok, Instagram or Facebook directly from the booth via their smartphone



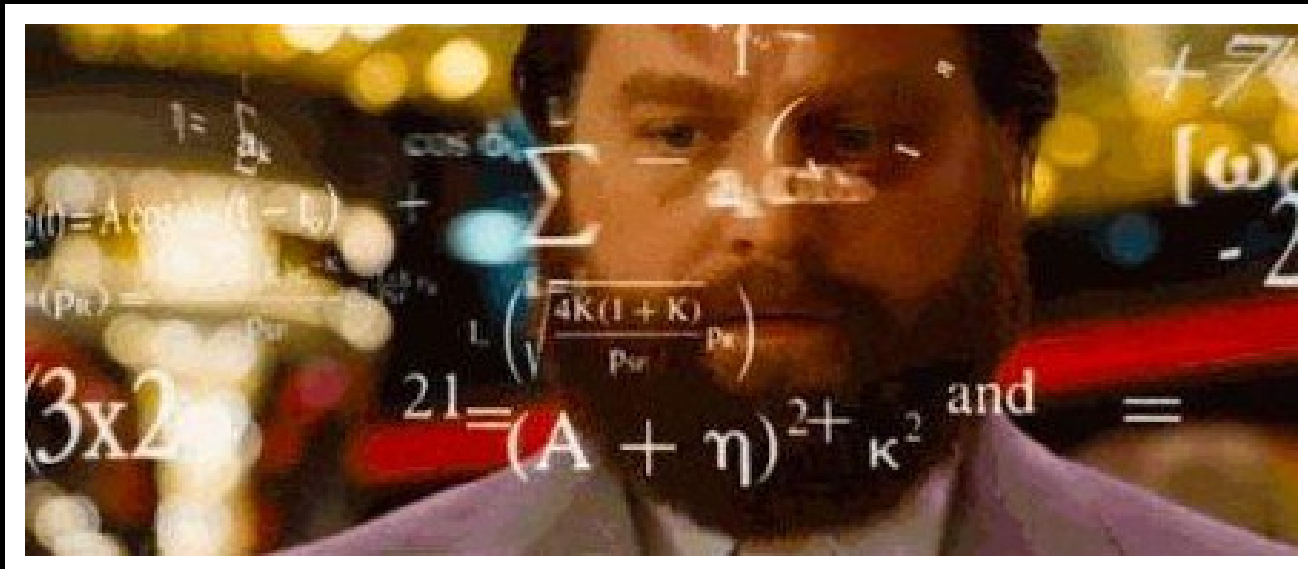
SNOWBALLING DEMAND OF SOCIALITE 360 PHOTO BOOTHS FOR WEDDINGS AND EVENTS

Socialite 360 Photo Booths are being extensively embraced in events with limited space such as weddings, birthday parties, and corporate events.

It allows the Bride and Groom to select the perfect backdrop that matches their wedding or event theme.

No more needing to gather a large number of people and cram them into a single photo any longer!

The Socialite 360 Photo Booth has given wedding guests an absolute experience like never before for these once in a lifetime events!



THE MATH BEHIND A 6- FIGURE 360 PHOTO BOOTH RENTAL BUSINESS

Many small businesses take years to build a steady stream of income.

They are often focused on short-term marketing objectives to get people in the door to buy a product or service. While this type of marketing model is useful in certain scenarios, you need to focus on establishing a monthly revenue stream if you want to hit those 6 - figure numbers

To achieve \$100,000 in annual sales you need to generate an average of \$8,500 dollars per month from photo booth rentals and the best way to achieve that is by developing your long term strategy first.

This will remove any emphasis placed on quick wins or flash schemes that can distract from what really matters.

But by keeping your overhead costs low, it gives you a huge advantage for weathering market conditions that can and have taken many other businesses out. Allowing you to continue with a steady stream of cash flow.



FOCUS ON BUILDING RELATIONSHIPS

Building relationships with clients and especially venues (like a place that hosts weddings or parties) can create repeat customers and consistent stream monthly income from rentals.

Don't just focus on short term "wins" with your marketing goals, your big goal is likely to be elusive without a strategic plan. You'll find yourself constantly running setbacks if you don't have the right approach in place for your business success!



LET'S BREAK THIS DOWN TO ACHIEVE THE \$100 GROSS REVENUE

For just \$1,899 you can buy the 2 Person Socialite 360 Photo Booth.

Its the perfect starter kit for anyone to get into the 360 Photo booth business. Our low profile design is an important safety feature, and our easy set up makes it simple to get started.

Rent this out for \$500 per hour for an average of 3 hours per event.

If you book 2 events per weekend you will bring in \$3,000 per weekend.

One weekend will cover the cost of your initial investment of \$1,899 for the Socialite 360 Photo Booth.

One month revenue will bring in \$12,000.

One year of consistent bookings every weekend will bring in \$144,000 per year!



6 PROVEN STEPS TO YOUR FIRST \$100K IN PHOTO BOOTH RENTAL REVENUE

1. Find a Socialite 360 Photo Booth You Love
2. Set Up Your Social Media
3. Build a Website
4. Setup on FREE Platforms where Clients are looking for You!
5. Automate your booking process
6. Build a Sales and Marketing Machine to Scale your Business



1. FIND A 360 PHOTO BOOTH YOU LOVE

Socialite 360 Photo Booths come in 4 sizes.

Choose one that is in your budget and you think will be best for transportation and how many people you expect to be on it at one time

As a general rule of thumb, bigger is usually better! It has the most "WOW Factor" by having more people on it having fun!



2. SET UP YOUR SOCIAL MEDIA [PRO TIPS]

While it can appear to be daunting, setting up your social media, done properly and adding good video content can literally skyrocket your business overnight.

Here are some Pro tips:

Pro Tip #1: Pick a good business name, no need for expensive logo, just go to pick-a-font.com and find a good font for free that connects well with your Brand and maybe add some clip art. (optional)

(This is literally how the Socialite Brand was created)

Pro Tip #2: Set Up each platform with your new Brand name. I recommend the Top 4, which is a Facebook Page, an Instagram, TikTok, and YouTube. If you already have others like Pinterest it's fine, but I wouldn't spend time on any others except the Top 4 at the time this is written.

Pro Tip #3: Set up LinkTree in your Bio so you can track where your traffic is coming from

Pro Tip #4: A Facebook Page with Shops and Instagram DM's have the potential to bring in business for you right away without needing a website. But eventually a website (even free) is recommended to capture peoples information like email address and phone number so you can market to them in the future.

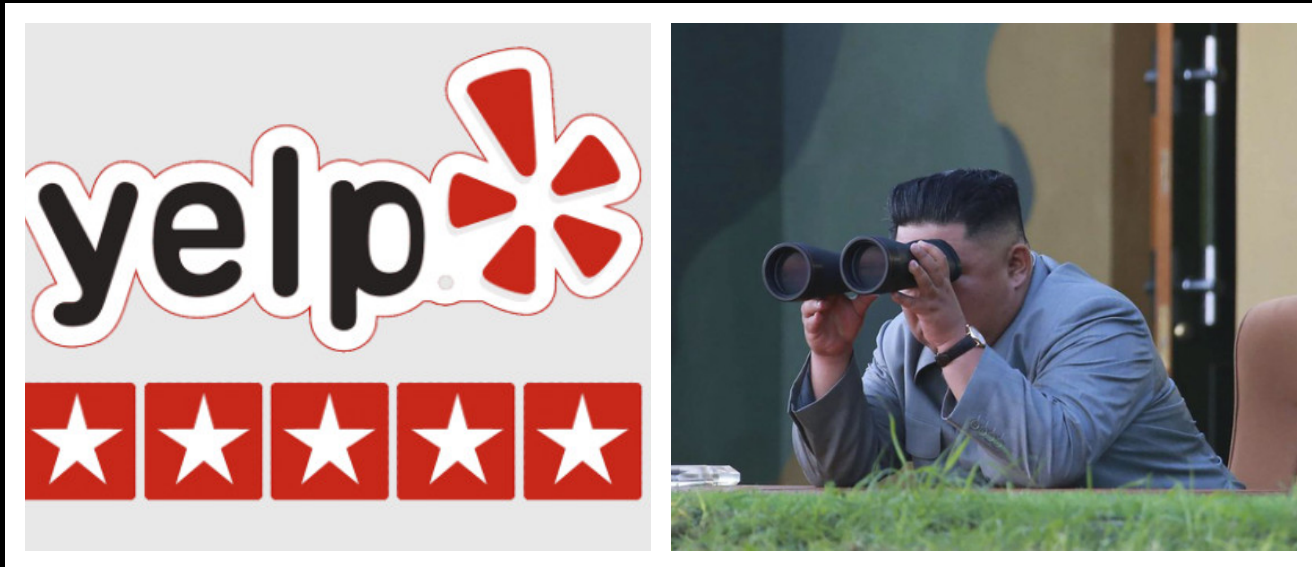


3. BUILD A WEBSITE

Again like Social Media, it can sound scarier than it actually is. But when you are ready and have your Brand Name, and surf around the internet and see some examples of design and photos that you like and save them. Then choose the next steps.

#1 Go to Wix, Squarespace and Wordpress and find which platform that you like best. You can build it yourself OR go to step # 2

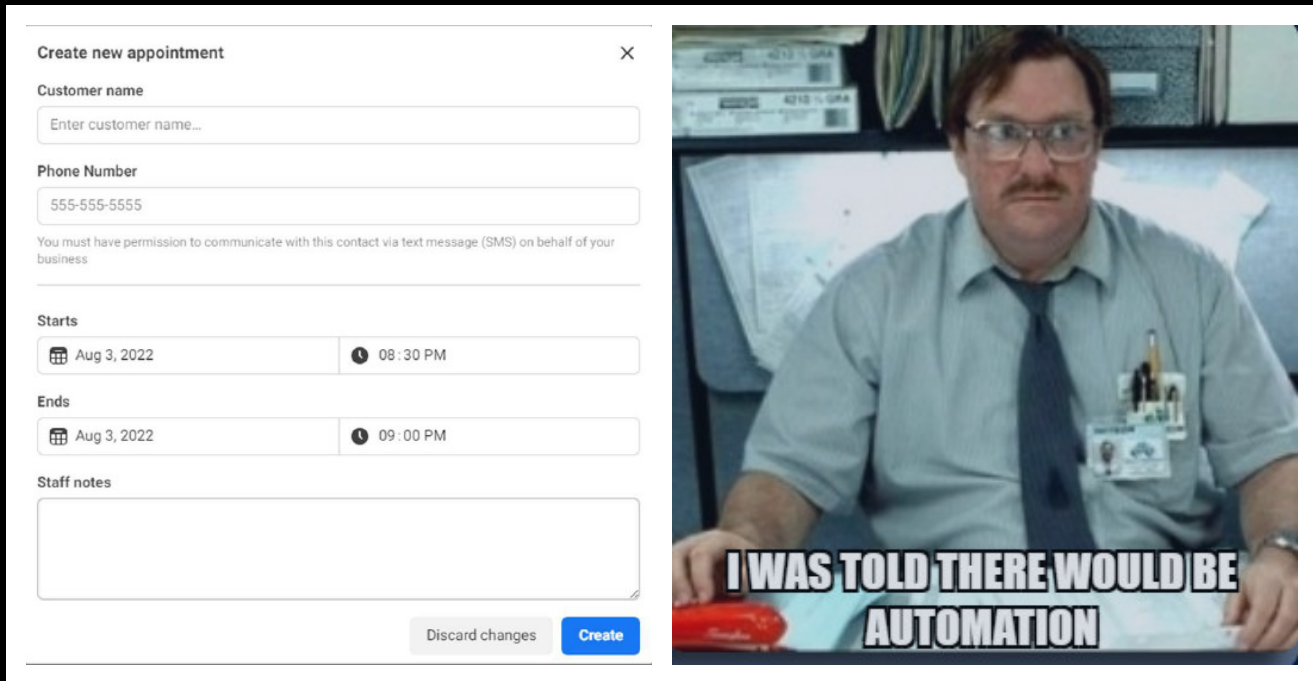
#2. Surf around the internet and collect some relevant photos you like and put them in a folder. Then go to Fiverr and find a website builder with the highest amount of 5 positive reviews that's in your budget. Then hire him and give him the folder with your photos and your specific vision. Many Fiverr experts can photoshop the photos to make them unique for your business.



4. SETUP ON FREE PLATFORMS WHERE CLIENTS ARE LOOKING FOR YOU!

Free Traffic and Customers are the Best! And they are looking for Photo Booth rentals in Your Area! Take advantage of this!

1. Set Up Your 360 Photo Booth business on Yelp. There are lots of people looking for Photo Booth rentals there, make sure you are there to be seen!
2. Set up your Google My Business page, use a private mail box if necessary (no PO Box) and get on Maps and get some people reaching out to you!
3. Sign up for Bark. Its a website that will send you people who are looking for 360 Photo Booths for there parties and events. They will send you email requests all you need to do is respond and book the appointments!



5. AUTOMATE YOUR BOOKING PROCESS

You can automate your booking process on your website and thru social media and increase your business almost instantly!

You will find it easy to set up Facebook or Instagram's booking section or you can use Calendly and have it all set up for you!

Also try to customize your booking page so clients are prompted to share all the necessary information before securing a booking.

Create questionnaires to get all the necessary answers you need to put your services together, secure some type of deposit, and your set!



6. BUILD A SALES AND MARKETING MACHINE TO SCALE YOUR BUSINESS

It Isn't a secret that people use Google for nearly everything. From what to eat for lunch to where we decide to live, Google gives us information based on the keywords we use, and the SEO used by business owners.

SEO refers to "Search Engine Optimization". Local SEO applies to local search results on Google

So make sure you create a Google business profile and all the necessary information so you will get more visibility, traffic and most important: Bookings for your 360 Photo Booth!

It is one of the best ways to build trust.



MORE ADVANCED MARKETING TIPS

More advanced marketing tips include:

1. Advertise with Google Adwords. To target a specific audience its a great way to connect with users in a targeted area.
2. Retarget Your potential customers with Facebook ads. Using Facebook (aka Meta) to target your audience on Facebook or Instagram can get in front of your ideal client and keep 1st in mind!
3. Attend Local Bridal and Event Expos Regularly - Networking is key in any business. Attending industry events can give you valueable insights of your industry.



IN CONCLUSION

No matter which 360 Photo Booth you choose, the strategy still remains the same.

If you want to reach that \$100K per year it is 100% achievable when you follow a solid marketing strategy with a website that has a strong foundation to build from.

Once you have your business set up, both physical and online, you will be able to sit back and watch those bookings roll in. After all, with such low overhead, you can afford to keep your business running either full time or part time while you pursue other projects.

ABOUT THE AUTHOR



Kent-Michael Horton is Founder and CEO of the Socialite Brand and developed 1st Socialite Ring Light Kit in Milan, Italy in 2015 and with his combined skills with video marketing has achieved over 100,000+ clients.

With constant innovation of new and exiting products that customers love is our Mission. We are proud to bring you our Newest creation the Socialite 360 Photo Booth. We are sure you will Love it because we Love what we do.... helping others.

Kent-Michael Horton

Kent-Michael Horton (CEO)

SOCIALITE 360 PHOTO BOOTH

Visit our website today to
Learn More!

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