

# A deep dive into your creative and business development

THIS IS WHAT YOU'LL LEARN IN OUR MASTER YEAR MENTORING PROGRAM:

## CREATIVE

MENTOR: NIENKE KOEDIJK, EXPERIENCED DOCUMENTARY PHOTOGRAPHER

*The goal of these modules is to create a transformative exploration; photographers will delve into the essence of their vision and learn how to express it authentically through their images.*

*By understanding the elements that shape their creative voice, photographers will gain a deeper insight into their personal style, storytelling abilities, and the emotions they wish to evoke in their viewers.*

- **Psychological topics.** Discovering your creative voice is akin to finding your artistic fingerprint—it sets you apart from the crowd and allows you to create a distinct body of work that is a reflection of your innermost thoughts, feelings, and perspectives. It grants you the power to communicate your message and engage your audience on a profound level. Creative psychological and practical exercises will teach you what is important to you in life and therefore, in your art. The exercises empower you to transcend technical mastery and discover the core of your photographic identity.
- **Creative topics.** Challenging creative topics will change the way you see and teach you how to use your creative knowledge on a deeper artistic level. You'll learn how to analyze the world in front of your camera so you gain a deeper understanding of what works in a composition. Creative challenging assignments will teach you how to put your new learned knowledge into practice so you create images that resonate with your intended audience.

- **Analysis.** Throughout the mentoring year I'll ask you to review the work of your fellow students to train your analytic skills, which are important for your development as an artist and photographer. When you are skilled in analyzing the work of others, you get a deeper understanding of what works and what have to improve in your own photography without having to depend on reviews of others.
- **In-depth reviews.** Throughout the mentoring year, but especially in the last three months, you'll get in-depth reviews of your photo sessions. During these reviews your work will get analyzed on all the topics that have been treated throughout the first nine months of the mentoring year and all the teachings you had before. You'll get a list of point of improvements after the review of each session, that you can use to improve your next session with.
- **Q&A's.** This is the chance to talk live to your favorite photographers and to ask them all the questions that you've always wanted to ask them. In two private Q&A sessions you choose your favorite photographers and spend 1,5 hour with them in a private (group) Zoom-meeting. Only available for the group mentoring. One-on-One mentoring students get a link to all the Q&A's that have been recorded.
- **Monthly check-ups.** Every month we have a small check-up during the mentoring. Tell me what you are working on, if you are struggling with anything and please share your successes too. The other students and I will be there to think along with you, support you and cheer you on!

## B U S I N E S S

( O N L Y A V A I L A B L E A S G R O U P M E N T O R I N G )

M E N T O R : C A S S A N D R A P O L M A N , M A R K E T I N G S P E C I A L I S T

*The goal of these modules is to empower photographers who want to grow their business in an honest and non-commercial manner. By learning these skills, you'll be equipped with the tools to effectively market your services, attract the right clients, and provide a memorable experience throughout their journey with you.*

- **Basics of Marketing.** Learn the fundamental concepts and strategies of marketing to create a successful online marketing strategy and grow your

photography business. We're going to explore various tricks and tactics that can be employed to seduce potential clients and showcase the unique value of your photography, all while maintaining an honest and authentic approach.

- **Websites and Neuromarketing.** Discover how to design a website that effectively engages your leads and utilizes neuromarketing techniques to captivate their attention and persuade them to book your services.
- **Social Media Advertising.** Master the art of social media advertising to effectively attract customers with minimal investment. Learn how to leverage platforms such as Facebook and Instagram to reach your target audience and generate leads.
- **Email Marketing.** Dive into the world of email marketing and develop strategies to build meaningful connections with your audience. Discover how to create compelling email campaigns and develop a captivating customer journey through the use of online funnels. Build a customer journey that leaves a lasting impression on your clients. Develop a seamless and personalized experience through various touchpoints, ensuring that each interaction reinforces the value and authenticity of your photography business.

**If you have any questions about the program or you want to talk with me (and Cassandra) about the Master Year mentoring program, please reach out!**