

A program that meets your creative and business needs

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

Creative Vision

- ***Your story.*** How do you see the world and how do you want to capture it?
- ***Intuitive photography.*** Learn to trust your gut and therefore create more unique photos.
- ***Experiment.*** Experimentation is vital to your creative development.
- ***Point of view.*** Step away from that central composition and find the point of view that best fits the story you want to tell!

Composition

- ***Basic Composition.*** A solid foundation on which we will build further.
- ***Complex composition.*** Here you will get challenged even more; you'll learn about photographing in layers and background composition.

Storytelling

- ***Storytelling in one photo.*** Learn to tell your visual story as clearly and captivating as possible in one photo.
- ***The complete story.*** How do you build a visual story in a way it is diverse, interesting and readable? And evokes emotion?
- ***The selection process.*** An indispensable part of creating your photo narrative.

- **Transition photos.** Photos that glue the bigger picture together in an artful way.

Even more creative

- **Use of light.** Master any lighting situation and learn how different types of light can affect the narrative in your photos.
- **Detail photos.** Photos that can convey strong emotions by zooming in on an important detail or mood.
- **Non-literal photography.** Photos that are essential to the diversity in your visual story because they add atmosphere to the whole series.
- **Creative use of technique.** Learn how to get the most out of your aperture and shutter speed.
- **Editing.** Your photos, your style.
- **Environmental Portraits.** A wonderful addition to your documentary series.
- **Black and white photography.** A completely different mindset will take your black and white photos next level.

Business

- **Customer Experience.** Learn how you to make your clients feel seen, heard and pampered so they become repeat clients.
- **Pricing.** Learn to set your prices by using clear calculations.
- **Products.** Learn how to best handle the sales of your favorite products so that they bring you great profits.
- **IPS vs Fast Turnover.** The pros and cons of selling or not selling your digital photos so you can choose what business approach suits you and your business.
- **Online and offline marketing.** A basic introduction to a very expansive world of possibilities.
- **Website.** Whether you need to build it or adapt it: together we'll create an effective marketing machine that becomes the backbone of your business.
- **SEO.** An introduction to an indispensable tool of our time.
- **Instagram.** Learn how your account can bring you followers and clients.

If you have any questions about the above or would like to have a talk with me about your mentoring possibilities: please feel free to contact me!