



YOUR 2021 VISION:

Welcome to my 'Attract amazing clients' programme. I am thrilled to have you on board. This exercise is designed to help you visualise what you want in your future personal and professional life, and will hopefully help you feel all revved-up for the programme commencement.

This document is a lot of work and it won't happen overnight. Try to put in a couple of hours at least (ideally set aside a half day somewhere you won't be distracted) at first to get the juices flowing and so you can answer as much as possible.

Then you'll need some time to do some online research, and some time to do some cash calculating.

You don't have to answer anything you feel uncomfortable with, and it doesn't have to be eloquent either.

The personal info is worth thinking about a bit as it will help shape the business side of things.

Here is the list of questions. It's fun to do and consider it treating yourself! I will not be involved in this work with you- but photographers tell me it is certainly a challenging and mind-opening task, which really makes them stop and think about what they want. Authenticity and some dreaming without boundaries is all that's required! (And I do it regularly myself and love it)

You can add your answers onto this document after each question. Type as much as you want. Maybe change the type colour so it's easy to see what you've written if you look back over it. Or use highlighters.

Alternatively you may decide to mind-map the answers. Whatever works for you.

Some photographers create visual diaries to record their inspiration. Or you can create a montage on your laptop, or a notice board, or the fridge!



PERSONAL AND PROFESSIONAL TARGETS

In order to have achievable professional goals, you need to start right back with where you want to be personally, as having balance in your life is very important. So the first section of questions are designed to start you thinking about your personal life and specifically what will work for YOU first. You can then develop professional goals with your personal vision in mind.

A goal for 2021 is a good place to start, but if you're daunted by that this is just an opportunity to dump some thoughts and dreams onto paper/ Email. And of course if there's anything you'd like to achieve before then or after that you should still add it in.

1. FUTURE PERSONAL LIFE

Some dreaming without boundaries. Don't let current boundaries get in the way. No family, kids or spouses, unless it's fun stuff. No current huge commitments- financial or otherwise. No compulsory education concerns, etc. This will come later. But do include the fun stuff you like doing with those people/ in those roles. If it helps, dig out magazines/ search the net and save the pics of houses, landscapes, places, people which inspire you.

Where would you like to be living? Describe (or gather pics of) your house and dream location (eg. By the beach? On a hill overlooking a lake? An apartment in Paris.....?) What can you see out of the window?

How often would you like to go on holiday? Overseas? In NZ? Would you like to have a holiday house/ bach/ boat? Where? Who would you be spending holidays with? How often would you go overseas?

Time spent at home? What will you be doing? Time spent resting? What do you love doing- what helps you relax/ energises you?



Health- what would you ideally be doing to stay fit and healthy?

How would **your ideal week/ month** look?

What would **your dream weekend** look like?

2. FUTURE WORKING LIFE/ CAREER

(Taking into account your future personal life above)

What is your dream working life?

(Make sure you put all important personal plans such as your health first). Also, put money aside for a bit and just think about the things which REALLY inspire you, not just the things which make you money. A good question to ponder is what would you be shooting if money wasn't an object.

Where would you be based? (City/ country)

Would you be **shooting in studios, or travelling on location**, or both?

Any **ideal locations** you'd love to be shooting in?



How would your time be divvied up between work and personal/ free time, between shooting studio and location, and between shooting in NZ and overseas, also between personal work, exhibition and book work? What would your ideal Monday look like?

What type of shoot would you be doing? **What do you love doing?**

How would your productions you work on look? Large scale productions with big crews and support teams? Small low key flexible productions- just you and the client and assistant for example? No client on shoots?

Dream projects

What personal projects do you dream of doing? Have you always wanted to shoot in a specific place/ places? Do you have something you've started which you'd like to finish? List them.

YOUR INSPIRATION/ SUCCESSFUL COMPETITION

READ BELOW & USE THE ATTACHED WORKSHEET TO COMPLETE

Based on **the style we identified in your Image blitz**, research and find photographers shooting in a similar style, **with a similar approach** OR **photographers getting assignments you feel would suit your style, and which you feel you could easily achieve**. These photographers must appear to be more successful than you feel you are, **but must be shooting work that is similar to your Wow style or feel**.

Think international as well as local. I suggest two or three local photographers so you can see what's achievable in your own market (if you haven't already conquered it), and then another couple based further afield. List about five, and then use the worksheet provided to complete as much info as you can about them. This is a very important part of the process and requires time and persistence.



The Excel / PDF worksheet attached to the Email is basically a tool with which you can discover what the most successful photographers out there are using to promote themselves and who they are working for, how they generate revenue, etc. The idea is not to copy their work, more to fast track ways to get yourself recognised and established in your chosen field of interest and in the locations you want to work in.

I've given you one sample photographer to start with- Nadav Kander. Nadav has turned up on many of the lists I've seen as an inspiration to photographers, and it's not surprising why. He crosses all genres of photography with his mixture of fine art, advertising and observational travel and portrait work. But in just over an hour, I was able to find out all the information on him that I've included on your list. Google is a fantastic tool, photographers' websites are incredibly useful (Nadav's is particularly informative) and Wikipedia is great too. So is social media. The research will enlighten you and help you understand quite how much goes into the business of getting noticed.

You won't be able to complete all the questions for each photographer. For instance, I couldn't find any of Nadav's work with Getty's stock library. But then he has a syndication agent so why would he? But the next photographer you choose could have several stock libraries touting their wares.

What I'd recommend is you research 4 more photographers (ditch Nadav and add another if he's not for you), then add your very own name in the last column. See how you stack up against the photographers you admire, and then figure out how you can get into those magazines, onto those blogs, win some of those awards and get in front of those clients.

We'll be covering a lot of these points in the programme, and you'll be amazed at how most of your 'heroes' (or competition) are only doing one or two of the things we touch on. But its great to see what works and what doesn't. And it's super important to understand your competition- no matter what business you're in.



Here are some other things to ponder before attending the course:

FINANCIAL GOAL

This is a bit scary so don't get too bogged down in it. Remember you're still dreaming but this step gets you a bit closer to reality.

Go back to your answers to the personal life and work out roughly what you will need per annum to cover the lifestyle you want in 2020, including houses, holidays, etc.

Go through the professional life answers and estimate roughly what you'd need to cover the additional expenses of staff, equipment, exhibitions, rental, etc.

Added up together is what your financial goal should be! Don't worry if it's huge!

**There is hard evidence that people tend to OVER estimate what's achievable in a year
but UNDER estimate what's achievable in 5 years.**

YOUR UNIQUE SELLING POINTS:

What are your unique points of difference? The traits you think separate you from the crowd?

Experiences or things you want people to know about you? Make a note of these.

What traits or experiences, or even mistakes, do you most feel get in your way and prevent you from being as amazing as you could be? Is it your age? Gender? Did you spend time in prison? (☹) Do you have young children? Are you quiet and shy? Write them down. (THESE WILL BE USEFUL IN SESSION 4)

What would you like people to be saying about you in 2021?



YOUR CURRENT POSITION

What do you CURRENTLY love most about your working life? What do you love shooting the most?

What would you like to be doing which you're not already doing? (Hopefully already answered above)

List your greatest professional achievements to date.

WHAT DO YOU CARE ABOUT?

Jot down the things that are important to you in life. Values, causes, etc.