

Photographers: Are You Truly Passionate About You Shoot?



“Please print this out before you read it, because you’re going to want to take notes in the margins. If you use one idea from this mini-workshop, you’ll be ahead of the game – execute on several at once and you’ll be golden.”

Rodney Washington
The Photo Marketing Mentor

MINI-WORKSHOP

“Photographers: Are You Truly Passionate About What You Shoot?”

This mini-workshop is free and my gift to you
So relax, sit back and enjoy the ride.

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Hello this is Rodney Washington the Photo Marketing Mentor with a new training video for you in my Clarity Into Profits series:

In this mini workshop I ask the question:

"Are you truly passionate about what you shoot?"

But before I get into today's lesson I want to tell a little about why I ask the question.

Recently I had the opportunity to support a friend and fellow photographer who was weighing his options regarding participating in two exhibitions.

Now I don't know if you've ever participated in an art show or group exhibition, but, if you have not, just so you know it can be quite an expensive proposition once you tally entry fees, printing and display costs, transportation etc, etc.

In the case of my friend - money was is a concern for him at in that he doesn't have a great deal of it at the moment.

With that said every investment decision he makes he must do so with the care and diligence, so keeping that in mind we began exploring his two current bodies of work.

For starters I will tell you that they are similar and yet quite distinct. But he has reached a point in his business where he must make some hard choices as to where to invest his time and marketing budget.

After my consultation with my friend it got me to thinking about you, and since I'm assuming (if you're viewing the video) that you too are a photographer or creative professional and entrepreneur.

If you too have found yourself at a crossroads in your business perhaps the time has come to make some hard choices regarding your where and how you invest your time and marketing dollars.

It is intention that this video will help you gain clarity around your options so that you can make the best possible choices for your business.

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On this page where you viewing this video I have provided you with a link to a free PDF download fill-in-the-blank worksheet with all of the questions I've asked in this video.

Please feel free to download that worksheet now, print it and use it to complete your answers. As a matter of fact if you want to pause the video please feel to do so and then resume after you've downloaded and printed out this workbook.

How To Get The Most From This Mini Course:

First - grab yourself a glass of wine, cup of coffee or your favorite beverage. **Second** - I suggest you print this workbook before viewing to the accompanying video, as you'll want to work through your answers as you view it. **Third** - advance your learning experience from this mini-workshop by adding my book and program **Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits** to your library. Details are provided at the end of this report. **Fourth**, if you would like any assistance implementing any of these strategies I'd like to extend an invitation to contact me. My contact info is listed at the end of the workshop.

Are You Truly Passionate About What You Shoot?

1. If you have two or more genres represented in your portfolio, is there one that stands out more for you than the others? Explain why this genre or style resonates with you

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2. What do you want your brand to represent? Or what body of work best represents how you want to be perceived by clients and customers?

3. Are you willing stand behind your body of work especially, if it's criticized or misunderstood? Use the space below to explain your reasons:

4. Are you currently working or considering working in a genre because you 'think' it's more money in it? Explain why?

5. Do you feel creatively challenged by what you're doing currently? And if not how can you create some new energy around this for yourself?

6. Do you feel you have more stories to tell in the genre that you're currently working in or are you still trying to find your story? Are you pleased with your current portfolio? If not, why?

7. If you knew you for a fact that you would never make a dime shooting something that you really loved and are passionate about, would you still continue to pursue that subject anyway? Explain why?

8. If finances were no longer a concern for you, what would you definitely stop shooting?

9. Do you have an ideal client in mind, someone that you know and more importantly care about who could support your passion? What can do in the next week or so to make a connection with them?

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Your answers to these questions will hopefully engage as well as enlighten you about where you stand as it relates to your desire to build a business around your photographic skills and passion.

No matter what you uncover about yourself during this process, there are some hard truths that you must face.

One being that no matter what conclusions you draw you must dedicate yourself and your energies fully if you want to create a self-sustaining business out of your passion, especially in the early years.

The kiss of death creatively and financially is to spread yourself thin trying to build self-sustaining businesses out of too many things.



Once you decide what you want to do with your business you are going to need support team in order to market it to the world.

And with that said I would like to invite you to consider adding my book: **Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits** to your business building toolkit.

What you will uncover in my book is not fluff **but real world strategies** that you can start implementing the day your book arrives.

It is my belief that massive action creates massive results

And if you to achieve massive results in your business then consider adding my book **Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits** to your library.

In addition to the actual book you will receive access to my online **Jump Start Kit** and resource library that includes:

- 🔒 **All 41 downloadable checklists featured in the book**
- 🔒 **3 bonus audio training programs in MP3 format**
- 🔒 **Access to my personal business resource guide.**

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📌 **Plus you'll receive an opportunity to get private mentoring from me directly.**

Combined this package is valued at \$147 but you can get everything for only \$20 dollars if you order my program in e-book format or \$22 plus+ shipping and handling in print format.

For reader comments, reviews and purchasing information please visit my website today at: <http://www.41DayActionPlan.com>