



let's start your photography journey, together.

{ PHOTOGRAPHY 2: Starting Your Photography Business } SECTION B

Fall 2017

LIVE: Tuesdays 130-230p PST

ARCHIVE: Wednesdays -all day-

Instructor: Jessica McGehee / jess@reflectinggracephotography.com /512.547.7496

Office Hours: Offered Weekly, By Appointment

Grading: Pass/Fail

I. COURSE RATIONALE

This course provides a comprehensive series of live lessons, at an accelerated pace, available in a flexible virtual learning format, to teach students the steps involved in starting a professional photography business, for the purpose of inspiring the student to pursue photography professionally.

II. COURSE AIMS & OUTCOMES

AIMS

This course aims to provide advice to students on the steps involved to start a small business, while thoroughly examining the value of defining and developing a well composed, cohesive brand. This course also aims to aid photographers in the process of developing pricing and package structures suited to their target market.

SPECIFIC LEARNING OUTCOMES

By the end of this course:

Students will be able to define their *why*, by thoroughly examining the reason they desire to take

photos and share them with others. Students will create a mood board to define their specific brand aesthetic. Students will also name their business officially by acquiring a DBA, have a professional logo designed, create the beginning of (or begin the redesign of) a website, and create a brand slogan and/or philosophy in 5 words or less. Students will be able to start a FB page, Instagram profile and start requesting LIKES / Reviews.

Students will be able to assess market size in their target area. Students will also describe the demographic, hobbies and shopping patterns of their specific target client. Students will identify places where they have an opportunity to meet their target client.

Students will be able to create a pricing guide and list of products/services to be offered by their brand, that suits their target client, and fits well within their brand aesthetic.

Students will be able to assess if their current business looks cohesive and fits their intended vision when starting. Students will practice sharing their vision for their brand.

Students will be able to create a client contract, model release contract or clause, establish a liability clause, register for a EIN if applicable, and obtain a quote on insurance for their business.

Students will be able to create a booking workflow. Students will draft emails and lead communication that communicate brand value and fit within their brand aesthetic. Students will be able to practice their booking workflow with faux client, JANE DOE. Students will be able to articulate the value of communicating value & brand consistently across all messaging. Students will receive feedback on the client experience from lead capture to booking.

Students will be able to describe the 4 step psychological process of influencing a sale. Students will be able to use lead tracking software (excel, 17hats, etc) Students will practice a prospective lead call with a peer. Students will be able to define and practice “warming up” their audience. Students will draft communication to engage a warmed up lead by message. Students will draft communication to follow up a warmed up lead.

Students will be able to explain the value of a satisfied customer. Students will be able to identify 5 ways an existing client can impact their marketing. Students will be able define the closing of their process. Students will draft communication to close the process.

III. FORMAT & PROCEDURES

This course will meet in a LIVE classroom environment for 60 minutes each week. 60 minutes will consist of an introduction, lecture over a particular topic, engaging questions to check receptivity of content, and a short assessment at the completion of the lecture. Students are expected to attend all classes live. In the event a make up day is needed, the same course will be re-offered the following day as a recorded archive. Students are expected to attend each class or the archive, and complete homework assignments by their deadlines. Students are expected to treat fellow students with kindness and grace. The final 2 weeks of the course are designed for partner projects. These projects will be discussed in further detail near the end of the course. Photo assignments will be uploaded into the virtual classroom by the student before the deadline. Any large image uploads will go through a private dropbox upload folder. Students are expected to have adequate internet upload speed to be able to upload large files in a reasonable amount of time. Your internet should operate at 35mbps, but 50+ is highly recommended.

IV. MY ASSUMPTIONS

This course isn't going to make your business transform overnight. Consistent hard work is essential to taking this valuable information and turning it into a profitable business. The success you enjoy after the course rests largely on your shoulders. We will walk through the content quickly, so please do not hesitate to ask questions. I encourage you to start booking and immediately APPLY what you are learning in real time as you go through the course. This course will be most valuable to you if you are implementing the things we are learning each week, and actively growing your business. My assumption is that you will give this course your full attention and put into practice the things you learn right away so that you can ask questions! The more you actively engage the material and complete the tasks we set out in a timely manner, the more you'll get from the course. The key is to ASK TONS OF QUESTIONS and understand this is a marathon, not a sprint. I also assume that you will act with integrity and kindness to your peers and give this course your BEST. Ultimately, you're investing in your OWN SUCCESS. So, give it all you got!

V. COURSE REQUIREMENTS

1. ATTENDANCE & PARTICIPATION: Students are expected to attend all classes live. In the event a make up day is needed, the same course will be re-offered the following day as a recorded archive. Each student is required to participate in class by commenting at least once. The last few minutes of each class is reserved for questions. Students are expected to have questions each class.

2. COURSE READINGS

(a) Required Materials: *NONE REQUIRED for this course.*

(b) Required text: *NONE REQUIRED for this course.*

(c) Supplemental readings: You'll find I will forward along articles on occasion that are recommended to read. These are NOT required reading, but you'll find the more you read, the more inspired you become!

(d) Required subscriptions: You are required to start following photographers whose images you like on Instagram and Facebook. If you do not have a FB or Instagram profile, you will need one for the duration of this course. There is no fee associated with this subscription. It is imperative you are FOLLOWING specific photographers on Instagram that post pictures that appeal to you. The more you can hone in on your interest and what draws you to an image, the easier time you'll have refining your brand aesthetic throughout the course. *Please also follow your peers in the course on Instagram and LIKE their business pages on FB.*

(d) Social Media Accounts: You will be required to use Facebook to participate in our private course group. You will also be required to actively use Instagram.

3. FINAL PRESENTATION

Completion of 1) A final presentation; and 2) a multiple-choice final exam are required to pass the course. **Students final presentations will be done during LIVE class time on Tuesday, December 5, 2017 and Tuesday, December 12, 2017. Students will be able to sign up for a time slot during the semester.** The details of the Final Presentation will be discussed at the end of Lesson 8. Please find the details on the Final Presentation at the end of this syllabus. You may begin working on your Final Presentation at any point. You just need to be sure that the final presentation meets the criteria described and is ready to be presented by your Exam date.

4. FINAL EXAM

The final exam will be emailed to students during class time, and students will use class time to complete it. The exam needs to be completed and submitted no later than the end of class time on December 19, 2017. The exam will consist of 50% vocabulary and 50% problem solving scenarios.

V. GRADING PROCEDURES

Each assignment will receive one of the grades below. At the close of the course, a PASS or FAIL. **GRADING SCALE : A PASS counts as 10 points toward your final course grade. A REDO counts as 8 points toward your final course grade. A FAIL counts as 0 points toward your final course. You need 70 total points to pass the course. Grades are not posted publicly. They are kept private. Each grade with comments will be emailed to you each week after assignment submissions.**

P = PASS *This assignment was successfully completed. It is worth 10 points toward your final grade.*

R = REDO *Read through feedback and redo the assignment. You may redo an assignment up to 3 times to earn a PASS. A PASS after a redo is still only worth 8 points. After 3 attempts, you will receive a FAIL for this assignment.*

F = FAIL *This assignment cannot be redone. It is worth 0 points toward your final grade.*

VI. ACADEMIC INTEGRITY

Each student in this course is expected to operate with kindness and integrity. Any work submitted by a student in this course should be his/her own work. You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help or receive "consulting" help from other students. However, this permissible cooperation should never involve one student having shot or edit all or part of your work.

VII. ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

I am available to discuss appropriate academic accommodations that may be required for students with disabilities. Requests for academic accommodations are to be made during the first two weeks of the course, except for unusual circumstances, so arrangements can be made.

VIII. INCLUSIVITY STATEMENT

We understand that our students represent a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity both within and outside of the military community. While working together to build this community we ask all members to:

- honor the uniqueness of their peers
- appreciate the opportunity that we have to learn from each other in this class
- value each other's opinions and communicate in a respectful manner
- keep confidential discussions that we have of a personal (or professional) nature

IX. COURSE SCHEDULE

LESSON	HAVE FOR CLASS	ASSIGNMENT	DUE
OCT 10 Lesson 1 - Define Your Brand	An Instagram account in which you have begun to follow at least 5 photographers with images you like.	1) Decide a name for your business ; 2) Request LOGO design with name ; 3) Start Instagram w/ business name ; 4) Start FB page w/ business name ; 5) Order DBA ; 6) Assemble mood board to describe brand aesthetic. ; 7) Find and FOLLOW 10 additional photographers with a brand aesthetic that is similar to yours. 8) Define a brand slogan of your business from your WHY.	OCT 15 by 11:55p PST
OCT 17 Lesson 2 - Identify Your Target Client	Logo for business and link to instagram account.	1) Name your target client, write out her persona to include (hobbies, fav places to shop, fav brands, foods she cant live without, demographic, marital status, and income level) ; 2) Outline 10 places at a minimum of where you could meet your target client; 3) Formulate an estimated number of potential clients in your local area.	OCT 22 by 11:55p PST

OCT 24 Lesson 3 - Define Your Offerings	Name of 5 local photography businesses in your area that service your same target client. Please list their business name & the price for their sessions. (And if available, how long they've been in business.)	<ol style="list-style-type: none"> 1) Layout your offerings with their starting prices. In parenthesis write out your goal prices. 2) Brand your offerings so that they fit your brand aesthetic. 	OCT 29 by 11:55p PST
OCT 31 Lesson 4 - Step Back to Re-evaluate & Self-Assess	Branded Price List with starting prices, laid out in an aesthetically pleasing way, saved as a PDF.	<ol style="list-style-type: none"> 1) Adjust your prices, brand aesthetic with any of the feedback you've received in class. If no tweaking needed — pat yourself on the back! 	NOV 5 by 11:55p PST
NOV 7 Lesson 5 - Legal Forms & Processes	NONE	<ol style="list-style-type: none"> 1) Get a custom insurance quote. Not required to sign up. But you need to do the leg work to get a real quote. Document the provider and their rate for coverage, and what the coverage includes. 2) Request an EIN 3) Create your client contract, model release, and any other client forms you intend for your clients to sign. 	NOV 12 by 11:55p PST
NOV 14 Lesson 6 - The Client Experience p1	NONE	<ol style="list-style-type: none"> 1) Finalize booking workflow process 2) Using 3 faux clients (2 assigned peers & instructor - will email you inquiring to book.), practice workflow process from turning lead into booking, booking into session, and closing process. 3) Email instructor your biggest takeaways after doing the booking process 4) Email instructor your feedback on the faux JANE DOE experience in which you part took with peers. 	NOV 19 by 11:55p PST
NOV 21 Lesson 7 - The Art of Selling	Biggest takeaways from doing 3 faux bookings. Prepared to share.	<ol style="list-style-type: none"> 1) Use 1 faux cold lead (instructor) to practice lead process to secure booking. 2) Warm up cold leads you have identified 3) Invite warm leads to book 	NOV 26 by 11:55p PST

NOV 28 Lesson 8 - The Client Experience p2	Biggest takeaways from trying to warm up and book leads.	1) Request reviews from any previous clients. Use on FB and copy paste them for use on website. 2) Brainstorm a list of 3 thank you ideas that fit your brand and reinforce value to your client. On this list, include the cost for purchasing these thank you's. (A handwritten thank you note should ALWAYS be a part of the thank you idea.)	DEC 3 by 11:55p PST
DEC 5 Final Presentations Day 1	Presentations, if applicable	Students will use the classroom to share their screen & give their presentation with microphone and video access.	N/A
DEC 12 Final Presentations	Presentations, if applicable +	Students will use the classroom to share their screen & give their presentation with microphone and video access.	N/A
DEC 19 & FINAL EXAM DUE	Complete Final Exam by end of class time	N/A	N/A

{PHOTOGRAPHY 1: FINAL PRESENTATION}

Presentation Day 1: Dec 12, 2017

Presentation Day 2: Dec 19, 2017

Prepare a presentation to show 1) the journey of taking a lead to a fully satisfied client while also outlining in detail, 2) the evolution of defining your brand.

To prepare this presenting, you should use of powerpoint, visual aids, and/or LIVE video. This presentation should focus on the journey of a a real client who has gone through The Client Experience you've defined throughout this course. To ensure that is the case, you must **perform a photography session for that client between the dates of November 28, 2017 and December 5, 2017.** (Any exceptions to this must be approved by the instructor.) The images should be processed and **returned to the client by December 7, 2017** to ensure you've had adequate time to complete the booking process and close it to await client feedback.

FIRST : Book a Client / Notify Instructor

The first thing to do is to warm up a lead and get them to book. Document the process the entire way with screenshot images so that you can later use those images in your final presentation. The client must understand upon booking that the instructor of your class will email them for feedback on their experience working with you. Once you have booked your session, email the instructor with the client name, email address, phone number, and the date/time of the session.

SECOND: Document the Process

As you are serving this client, screenshot any conversations that reflect the way you're communicating value, reinforcing your brand, aligning messaging with your brand aesthetic, etc. Use these screenshots as images in your final presentation as evidence of the way you formulated the process.

FINAL: Assemble Presentation

Using PPT or recording a live video of yourself (PPT is preferred), complete these steps:

- Introduce your brand: explain your WHY, show visuals that depict your brand aesthetic, and share your slogan.
- Explain your target client persona: where they shop, what hobbies they have, their income, marital situation, family size, and anything else pertinent
- Introduce us to the client that you booked: introduce by first name and one of your fav images of the session. Explain how he/she lines up to your target client persona.
- Walk us through how you engaged the lead and turned them into a client: show screen shots from communication and explain verbally.
- Walk us through your booking workflow: show us sample emails you sent throughout the booking process, did you do sneak peeks, how you delivered your images, and any specific brand reinforcement you utilized along the way.
- Walk us through your closing process: what is your thank you, how did client respond.

GRADING CRITERIA: The following criteria will be used to assess your successful competition of the presentation. Specifically, I will be look to find answers to each of these questions as I watch your presentation.

When assessing your brand, 50%

- Where was you brand at the start of the course? 5%
- How has your brand evolved from the start to the end of the course? 10%
- Did you Explain/Describe/Show your brand to us in detail? 10%
- Is your brand defined with consistent vibe / flow of images on your website and social media accounts? 10%
- Have you created uniqueness to your brand? 10%
- Who is your target client? Have you adequately described him/her? 5%

When working with the client, 50%

- Do you warmed up your lead intentionally? 10%
- In your client communication, is your brand defined with clear messaging? 5%
- In your client communication, is your workflow process organized and consistent ? 5%
- In your client communication, is your brand present during booking process? 5%
- Did you keep your client engaged throughout The Client Experience? 10%
- Does your client respond well? 15%
- Did you thank the client in a way thats consistent with your brand? 10%

Final Grade = Percentages added from above rubric. 70 required to complete course.

Feedback

You will be paired up with a peer to give you feedback as you assemble your final project. This communication does not need to be documented. The purpose of this is to have another set of eyes look over your work and give you thoughts. You'll find this increasingly helpful in your professional photography career.