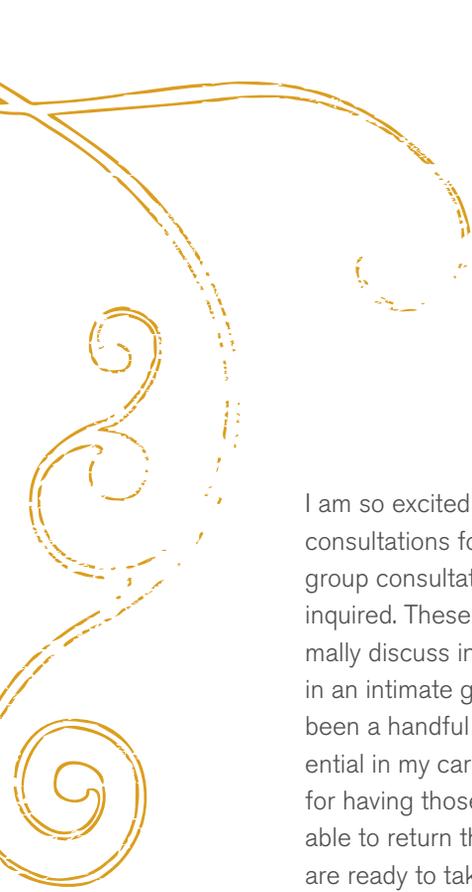




*Group* LOVEe *Consults*







I am so excited to be able to offer personalized, group consultations for photographers! I have decided to offer group consultations in areas where multiple people have inquired. These consults cover everything that we would normally discuss in a one-on-one LOVEe Consult, but are held in an intimate group atmosphere at a lower cost. There have been a handful of amazing people who have been truly influential in my career and my learning process. I am so grateful for having those experiences and it is important for me to be able to return that knowledge and guidance onto those who are ready to take their business to the next level! I call these LOVEe Consults, because it is all about giving back and everything I will teach you is with love! This industry should not be a competition, it is a collaboration!

These sessions are meant  
to be *intense, intimate*  
*and real.* I ask everyone to come  
with an *open mind* and an  
*open heart!*

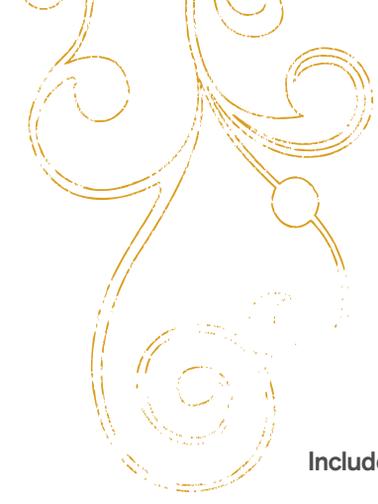


There are *no rules* for good  
photographs, there are only  
*good photographs.*

*-ansel adams*







## Included in a LOVEe Consult

### The Artist

We will start out the day by asking yourself the hard questions. Why are you a photographer? How did you start? What are you afraid of? What is holding you back from getting the clients you want? Where do you see your career going in photography? Who do you look up to? Why? What are the most important things to you in your life? By being honest with ourselves, we are able to recognize what is holding us back and how to move past those to truly be remarkable!

### Critique

Seriously, it's time. When you are a photographer, everyone looks at your images and says 'Oh, Wow! Those are gorgeous!' or 'How beautiful' or even better 'You are so good and you really have a talent!' While this is all good and encouraging to hear, compliments will only take you so far. Critique can be scary, but I promise you, everything I will comment on is criticism to challenge you as an artist, a person, and a business owner, so you can be stronger and better. The purpose of critique is to break a person down and build them up again, stronger than ever! We will critique everything from your images to your online presentation to your branding and overall attitude of the industry! I will also leave you with tools to help you act on making the positive changes and make it your own!

### Goals

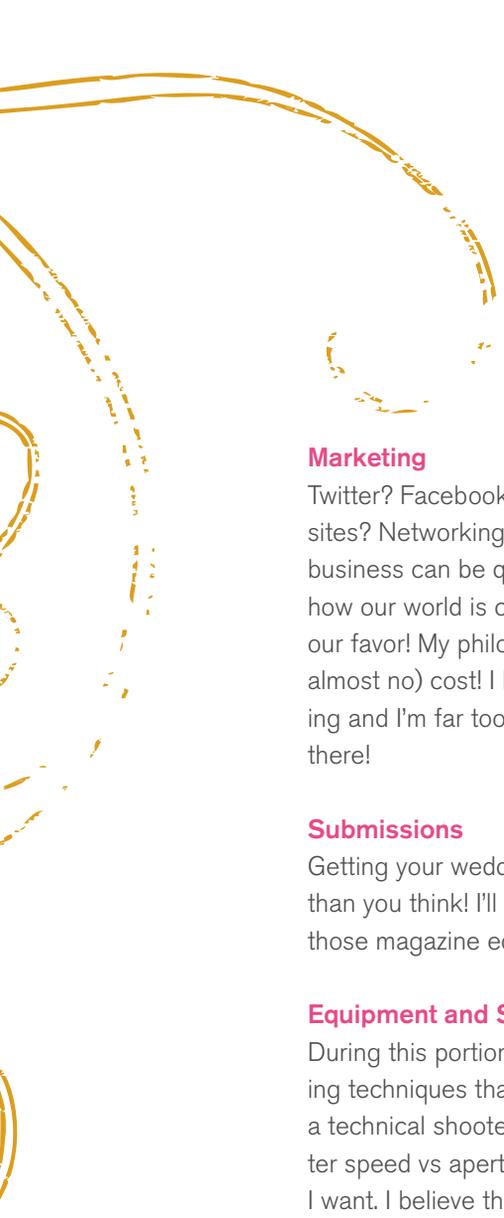
I am a believer in writing down goals and working towards making them happen! Lets DREAM BIG! No, not just big, lets DREAM HUGE! No matter how small or big your goals are, we will map out a clear vision and plan of where you want to take your business and talk about the baby steps to make those dreams a reality!



*-elias*

This industry should  
not be a *competition*, but a  
*collaboration*.





### **Marketing**

Twitter? Facebook? Print Ads? Online Ads? Blogs? Websites? Networking? AHHH!!!! This part of owning your business can be quite overwhelming, so we will focus on how our world is changing and how that can totally work in our favor! My philosophy is all about exposure at low (and almost no) cost! I have never spent a single dime in advertising and I'm far too busy to even think about it...lets get you there!

### **Submissions**

Getting your weddings published in magazines is way easier than you think! I'll go over some tips and tricks to make those magazine editors LOVE you!

### **Equipment and Shooting Techniques**

During this portion of the day, we will go over actual shooting techniques that I use. I will be honest with you, I am not a technical shooter...at all! My mind does not work in shutter speed vs aperture, but I know exactly how to get what I want. I believe there is much more into making a good image than reading a histogram, so we will look at how to utilize your equipment to capture your vision.

### **Inspiration**

What inspires you? Really...lets tap into your creative realm as we explore what makes you tick and how to unleash your inspiration and visions!

### **Open Q&A**

I want to be able to take time to answer any and every question you have! The more questions you have, the more you will get out of your LOVEe Consult . Please, take some time before your session to really think about all the little things you have ever been wondering. Curious about using Photoshop? Actions? Studio Lighting? Dealing with clients? Contracts?

I am an open book, so come prepared!





# LOVEe Consults



## Session Information

Sessions are 8 hours and include dinner with me as well!

**Session Fee:** \$500.00 for intimate group setting

**Topics We Cover:** The Artist, Intense Critique, Goal Setting, Marketing, Submissions, Equipment and Shooting Techniques, Inspiration and an Open Q&A! Dinner with Eliesa.

And surprise little gifts and tools to help you on your journey after our meeting!

## Sign up

Contact Eliesa to set up your personalized Group LOVEe Consult today.

*Eliesa Johnson*

Photogen-Inc.

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651.494.2257



PHOTOGEN INC.