

2017 | MENTORSHIP GUIDE





## ALL ABOUT A MENTORSHIP SESSION WITH TRICIA VICTORIA

### NOTHING IS OFF LIMITS

*Have you ever seen a photo and just wished you could pick the brain of the artist who took it? Do you ever want to know how to achieve specific tones in your editing? Ever wondered how to make your work look consistent? Want to understand the ins and outs of growing a profitable photography business? I could literally go on and on with these questions - but I'll cut to the chase. You can literally ask me ANYTHING and I will tell you everything I know about it. I'm not going to suggest that I'm the smartest, brightest, most successful photographer in the world, but I will be open with you about what has worked (and what hasn't worked) for me!*

### EDUCATE YOURSELF

*Educating yourself by utilizing mentorships or attending workshops is an incredibly powerful tool to help you grow. Most industry professionals like Doctors, insurance brokers, nurses, etc have to obtain a certain number of educational hours each year to maintain their jobs. I view photography no differently. If you want to keep growing in your business, then invest in the education of it.*

### WHAT TO EXPECT

*My mentorships are 100% customizable. They are focused solely on what you want to learn. I can either work with you on Skype or meet you at a cool coffee shop and we discuss exactly the topics you'd like to discuss. Generally, I will ask you to have a list of topics you want to go over and we will go through that. Usually topics on social media and business can be dealt with in an hour, while topics like Editing can be anywhere from 1-3 hours depending on your level of knowledge. You can create an all day thing where we connect for coffee and go over over the administrative side of things like social media and business, and then we arrange an on location photoshoot together where I take you through exactly my routine of shooting. Your experience is all up to you!*

### I CANT WAIT TO MEET WITH YOU!

*Are you ready to take your questions and set them up with answers? (A match made in heaven ;)*  
*But in all seriousness, just the fact that you landed on my page and want to find out more about a mentorship with me means the world to me! I am so humbled to be in the position to educate others in what I used to struggle with, and my goal in my business now is to pass on my knowledge to others. So lets get started!*

**COST: \$250 PER HOUR**

# THE BIG PICTURE

## HOW TO EDIT

### Lightroom

- *how to use the sliders*
- *understanding presets*
- *finding your voice in editing*

## TRIGGER HAPPY

### Shooting 101

- *posing tips*
- *location ideas*
- *educating your clients*
- *tips on how to shoot for editing*

## USING INSTAGRAM

### Social Media

- *how to grow your social media following*
- *how to make your newsfeed look consistent*
- *understanding the fundamentals of using Instagram*

## A TO Z

### Business

- *branding tips*
- *contracts*
- *marketing*
- *website*

## TRY IT ALL

### Basics

- *type of equipment to use*
- *how to book your idea client*
- *portfolio/website review*
- *basics of the business*

## ONLINE STOREFRONT

### Branding

- *defining your brand*
- *identifying your target market*
- *dealing with your online presence*
- *consistency*

A woman with long blonde hair, wearing a grey beanie, a dark quilted jacket over a plaid shirt, and dark pants, is running joyfully on a black sand beach. Her arms are outstretched, and she has a wide smile. The background shows a calm sea and a hazy, overcast sky. In the distance, a prominent rock formation is visible. A white rectangular box with a thin black border is centered in the upper half of the image, containing contact information.

LET'S CHAT

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