

THE POWER OF CREATIVE LICENSE

Get Down. **Get Real.** Get Going.

AMP'D RECAP

Like the story we portray through our photos, we have the power to influence people's perception (and ourselves) of our stories through *how* we speak about our businesses and accomplishments.

Each of us have successes to highlight!

Creative License:

A way in which we speak about our personal and professional lives that highlight the goals we have actually accomplished in an ultra-positive way, while leaving out the nitty-gritty details that could otherwise devalue or distract from our achievements.

ACTION STEPS

Get Specific

Quantify (outline the numbers) or qualify (underline the details) the *specific* characteristics that make your recent achievements **unique** and **significant**. The aim of this exercise is to put your best foot forward in an ultra-positive way because YOU are your brand.

INSTRUCTIONS: Review your past year. Look at your success/misses list from the Small-Big Picture Paradigm worksheet. Take an inventory of your highs and lows and your overall feeling of the past year. The nitty gritty is good for you to know, but now it's time to craft our "elevator pitch" about our business.

The Nitty-Gritty (the good, the bad and the ugly)

The Elevator Pitch (the enthusiastic, ultra-positive take away from our past year efforts)

BUSINESS PLANNING & STRATEGY OUTLINE

BUILDING STRONG FOUNDATIONS

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CRAFTING YOUR WHY & HOW

Why is your "WHY" is so important? This is the framework that sets your brand. It is the lens by which clients view your work. It is the sounding board that you bounce all questions and ideas off of when you make business decisions, and it is the reason you do what you do every day. Your why is your **vision** and it's what keeps you going even when the going get's tough.

ACTION STEPS: HOW TO ESTABLISH YOUR "WHY"

1. What are the top reasons that motivate your excitement for photography?

2. What do you want your photography business to afford you in the future?

3. What do you want your clients to experience through your services?

4. What are my top personal priorities now and five years from now?

5. What are my top business priorities now and five years from now?

**Look back to questions 4 and 5. Do these priorities compliment each other? If not, what can be adjusted so that both can be achieved successfully?

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THE _____ WHY STATEMENT
(Fill in Your Full Name Here)

Keep things personal for this section. This why statement is the reason you are here right now. Why did you start this venture and what are you working towards on a personal level? Based on the answers you just listed, fill in the formula to create your why statement.

“I desire to _____ so that _____.”

EX: I desire to increase my income and flexibility so that I can be present to raising my children, donate to meaningful charities and contribute to my family’s financial security.

I desire to make romantic, whimsical images using light and gesture with my couples to allude to and manifest the presence of God (the divinity) that is within each marriage.

Remember that this is an evolving statement. As your business grows, you will grow, and your intentions and desires will change too. Let it! This is how you build your legacy.

THE _____ VISION STATEMENT
(Fill in Your Company Here)

Again, using the answers you already stated, fill in the formula again, but this time through the eyes of your business and what you seek it to influence.

“My company’s vision is to _____ so that _____.”

EX: Anne Molnar Photography’s seeks to document the most important milestones in people’s lives through authentic storytelling, so that each person’s legacy can be preserved and their history, love and devotion can be remembered for generations to come.