

Lovegrove Consulting



# EVOLVE<sup>2</sup>

the **complete** programme for photographers destined for success™

You're attracted to the world of photography and you want to earn good money doing something you really enjoy, or perhaps you've already established your photography business and are now intent on expansion. How do you turn those dreams into reality? The answer lies here...



## Make it Happen

We can teach you much of what you need to run a successful photography business. We assume you already have the things we can't teach; a charismatic personality, great people skills, initiative, drive and enterprise. When you add the right skill and expert knowledge to your talent and motivation, success will happen.

In order to be part of the Lovegrove Consulting mentoring programme, you must have a willingness to act on ideas, be open-minded and appreciate that progress takes time. It will be hard work but thoroughly rewarding too. The team here at Lovegrove Consulting will provide you with the essential expertise, knowledge and stimulus to ensure your future success.

This 10 month programme has been designed to build up your business in order to deliver excellent profit through sustained growth and good management. With a structured series of business seminars, dedicated 1:1 guidance, continued support and practical training sessions designed to extend your comfort zone, you will leave this programme a better and more effective photographer and businessperson. You will have a refocused perspective, plus the knowledge and tools you need to succeed.

### The Schedule - At a Glance

22nd April - Opening group session on personal & business development, time management and product design.

23rd April - Camera skills, colour calibration, foundation Lightroom and Photoshop.

6th July - Marketing and sales group session.

7th July - Studio Lighting session and picture selection.

July - Feb - A dedicated 2 day session for each studio.

22nd February - Financial mastery and fine tuning for profit.

23rd February - Advanced flash shooting masterclass and advanced post production workshop.

"For me, Evolve is about a lengthy methodical approach put together over years of sustained business growth and photographic excellence and not a quick fix guide to business. The Evolve approach is great for me, It gives me the ideas and confidence to go away and think about new strategies whilst at the same time allowing me to breathe, I don't need constant reassurance and spoon feeding and I appreciate that after 10 months I have the tools to continue with what will hopefully be a successful career."

- Martin Hill (Evolve 1)

# 'Business Development'

## Group Session 1, Day 1 - at the 'Matara'

### Wednesday 22nd April 2009

#### **Introduction to Evolve**

Damien, Julie, Marko and Laura will introduce themselves and the services they have to offer over the coming months. You will each introduce yourselves to the other group members in turn.

#### **Business Development**

Damien will share with you proven, highly effective business development and growth strategies. From setting goals, establishing a path to success, testing and measuring achievements, to creating a culture of possibility thinking.

#### **Personal Development**

How effectively do you work? Damien will share his system for good time management. Prioritisation and focusing on the things that matter are key to being able to grow your business.

#### **Product & Production**

You can take a photograph but how do you develop this into a product that someone wants to buy? What are its unique selling points and how many can you make in a year? Establishing a good production system is going to be key to your success at achieving profits.

Damien will take you through the steps to developing a range of products that have a high perceived value - from the initial concept and design strategy, to bringing it to market, liaising with clients and calculating your production capability to actually make it happen.

"Damien, your enthusiasm and skill has inspired me to continually try new things and challenge myself. You saturated us in your knowledge and what I take out of it has changed my photographic outlook forever.  
- Karli

# 'Camera Skills and Post Production'

## Group Session 1, Day 2 - at the 'Matara'

### Wednesday 23rd April 2009

#### Camera Skills - Half Day

The group will be split into two smaller groups for this one day session. One group will be with Marko and one group will be with Damien. The groups will swap tutors at lunchtime.

Damien will fast track you all to the technical level needed for a professional photographic career. This session will go beyond the basics and level the field. Getting your head around the relationship between shutter speed, aperture and ISO sensitivity is only the first step on the road to camera mastery. Damien will then show you how to apply this knowledge using the camera exposure modes to achieve the desired effect in the image. Damien's back to basics, no nonsense approach will ensure you have the freedom to make informed decisions about camera and lens settings. Bit depth, compression, perspective, bokeh and advanced shooting methods will all be explained.

Damien will show you how to calibrate your camera screen, set the shooting colour space and establish the colour management workflow right through from the capture to print.

#### Post Production - Half Day

Marko will establish a workflow that utilises Adobe Lightroom and Adobe Photoshop. You will learn a proven system of backing up, data storage and handling, file selection and file renaming before going on to make the artistic changes needed.

You will then be shown how to be effective when processing files in Lightroom and how to bring them alive in Photoshop. Marko will introduce you to batching actions to create viewing files, printing files and files for web. Achieving efficiency is the principle objective of this session.

"I landed home late on Tuesday night still buzzing. The whole course was extremely worth while. I'm sure you get loads of feedback like this, but I travelled a good distance and worried that I wouldn't get value for money. I learned a great deal and it was worth every penny, so my sincerest thanks. I particularly enjoyed the contrast between Damien and Julie. Everything was extremely well handled, right from the start. So once again thank you." - Evan Logan

## 'Marketing and Sales' Group Session 2, Day 1 - at the 'Matara' Monday 6th July 2009

### **Marketing & Sales - One day**

Do you find selling tough? Do you struggle to attract new clients? On this intensive workshop, you will be shown how you can successfully market your product to generate qualified leads. You will then be shown how to convert those leads into paying customers. Each process will be addressed in detail, helping you to focus all of your marketing communications on the potential client. We will show you how to implement a 'test and measure' system to assess your marketing effectiveness and how to establish a multi-faceted approach to generating new customers, or 'marketing mix' in business speak. We will show you how building a genuine rapport with your potential clients is the key to making sales and generating repeat business.

## 'Light Matters' & 'Less is More' Group Session 2, Day 2 - at the 'Matara' Tuesday 7th July 2009

### **Light Matters - half day**

We will split into two smaller groups for this one day session. One group will be with Julie for 'Picture Selection' and one group will be with Damien for 'lighting'. The groups will swap tutors at lunchtime.

Learn how to use hard light, soft light, key light, fill light, kickers and backlights to create portraits of all styles. Learn how to control contrast, how to separate the foreground and background lighting in a shot, and how to use reflectors in beauty photography. There is no substitute for a thorough understanding of light and its application when creating portraits, and this Masterclass in lighting for portraits will demonstrate how studio space can be used to give you total control of your environment. You will learn how to assess a 'real world' lighting situation and how you can use it to create dramatic images in what might seem ordinary conditions on location. The skills and the knowledge you take from this workshop will be equally valid whether you work on location or in the studio. Continued...

"I took Damien's advice about removing images off blog galleries and selling images before going offline - now up to nearly £1,000 revenue. This Damien chap certainly knows his stuff :)" - Chris Hanley (Evolve 1)

## ...Continued: 'Light Matters' & 'Less is More'

### **Less is More - half day**

Do you struggle when selecting which pictures to show your client? Do you have too many to choose from? Or perhaps you worry that you're not showing your clients enough? In this aspirational workshop, Julie will show you the thinking behind the crucial process of selecting the pictures that sell.

Julie will go through your very own images with you, and you will see which she would choose to show clients, and which she would reject and for what reasons. Julie is very tough on herself and Damien when choosing their own images, so be prepared for some constructive criticism! She will then take you through the system we use to change the order, re-number, and backup the final selection.

## 'Dedicated Personal Business Development Day' at the Lovegrove Studio July 2009 to February 2010

### **It's Your Business**

Whatever your situation, you'll be given all the support and guidance you need to take your business to the next level. This day is one vital step to achieving your long term goals. Damien's open-minded creative eye for opportunity can help you by determining your prospective client base and through constructive analysis Damien's input will give you a focused, individual, honest assessment of your potential. Perhaps you need to reassess your working environment, improve your client experience, or maybe you're not sure where to start with setting up your studio. You will need to bring with you a set of pictures or movie clips showing your studio / office / home and your favourite shooting locations.

"Thank you to Julie, Damien and Marko for a brilliant day yesterday - It was such good fun!" - Lis McDermott  
(Evolve 1)

‘The Customer Experience’ session. This will be scheduled to coincide with the ‘Personal Business Development’ day. - Starting in Bristol and finishing at the Lovegrove studio July 2009 to February 2010

## The Customer Experience

The Lovegrove experience is exactly what you’ll get from this workshop - you will undergo a complete photo shoot and same day viewing as if you were one of our clients. Starting with a photo shoot in Bristol, this is your chance to be on the other side of the camera; how does it feel to be photographed? How does Damien help you to relax or overcome any fears you may have? Once back at the Lovegrove Studio, you will view your photos, & choose your favourites. You’ll then be given the pictures on disc with our compliments for your personal use. Once you have undergone the complete ‘client experience’, Damien will show you how this viewing could potentially happen at your house, your studio or even at the client’s home; each scenario works, so you needn’t worry if you don’t currently have a studio or viewing room. There will also be time on the day to discuss other items on your agenda.

“Thank you for the pictures, we love them! Stan says will you pass on his thanks to Damien, he really enjoyed the day and learnt a lot. Thanks to the talented Marko too!” - Stan Seaton & Jane Miller (Evolve 1)

## 'Financial Mastery'

Group Session 3, Day 1 - at the 'Matara'  
Monday 22nd February 2010

### Finance & Cash flow

Your route to healthy profits. In this workshop, Damien reveals the secrets of success. Photographers often overlook the big picture of finance and cash flow, yet a lack of cash flow is the number one reason for small business failure. You may be an excellent photographer with a great service, great presentation and a strong marketing campaign, but you need financial plans, analysis, controls and strategies in order to succeed.

This seminar will take you through the loop, analysing your core product pricing, costings, and profitability on a job by job basis before helping you to draw up your own financial plan.

## 'Flash Masterclass' & 'Post Production Masterclass'

Group Session 3, Day 2 - at the 'Matara'  
Tuesday 23rd February 2010

### Flash Masterclass - half day

We will split into two smaller groups for this one day session. One group will be with Marko for post production, and one group will be with Damien for 'lighting'. The groups will swap tutors at lunchtime.

Damien will show you how to maximise the opportunities you have to make pictures with multiple Speedlights used off camera. This will be a practical shooting event with a professional model in and around the fabulous Matara.

*"Over the last couple of weeks Damien Julie and Marko have been extremely supportive towards our preparations for the National wedding show. We would be grateful if you could reiterate our thanks for their invaluable help and let them know it is appreciated" - Claire & Chris Hanley (Evolve 1)*

## Continued..‘Flash Masterclass’ & ‘Post Production Masterclass’

### **Advanced Post Production Masterclass - half day**

In this follow up session Marko will unlock the power of actions and keyboard customisation to greatly speed up the editing process. He will show you how to do more complex tasks including perspective correction and skin softening. You will get a copy of the full Lovegrove action set and you will be taught how to edit actions to combine and create your own.

### **Final presentations**

Each studio will be invited to give a 10 minute presentation about their journey over the ten months of Evolve and give us an insight to their future plans.

### **End of Evolve Party**

At the end of the day we will have canapés and Champagne to set ourselves up for an evening of fun and frolics at the Hunters Hall inn.

“Thanks you so much for everything you put into the course. We’ve returned to work feeling highly motivated and have a huge list of practical ways of improving the quality of our work, reducing the time it takes to produce it and marketing our business more effectively. It was great to see how you and your team work. Thank you for all the detailed practical information and handouts and for making us feel that it was definitely worth spending the money! Finally thanks for passing on your secrets!!!- Invaluable!” - Rebecca Sanchez

## Sustained Telephone Support

- Up to 1 hour each month

This is your time and your chance to ask Damien or the team any questions you may have. It is also an opportunity for Damien to assess your progress and track your key performance indicators. Think of this appointment as a business coaching session. For instance, your early scheduled appointments will concentrate on your web site design and effectiveness. In order to deliver the telephone support in an effective manner, a diary booking will be made each month at mutually convenient times. Meeting agendas will be shared via email, along with supporting documents prior to the appointments, and you will be encouraged to make copious notes.

## Web site and Brochure Critique

Julie will be available throughout the Evolve programme to critique your web site or brochure texts and pictures. Damien will be able to advise on the role of each page in your site to ensure that it fulfills its purpose well.

## Picture Selection and Show Album Design

In order to fast track you on the road to success we offer a service of picture selection for your show albums. Sometimes a fresh pair of eyes will spot a potential opportunity or problem with a set of pictures. Marko will be on hand to get you up and running with an album design created on Jorgensen Album Designer should the need arise.

## The Magic is in the Detail

Throughout the 10 month programme, you will be given copies of our proven business letters, customer management forms, contracts and our database templates. These documents are the result of years of research and development, and with a few minor tweaks will be ready for you to use.

*"Many thanks. I am sure you know how long I struggled over the wording, but you have managed to say exactly what we wanted to say and so simply." - Jane Miller (Evolve 1)*

## During Your Time on Evolve

Evolve delegates will be invited to 'carry Damien's bag' on his creative shoots, magazine shoots and 'Urban Portrait' workshops. You may also attend any of the Lovegrove Consulting training workshops seminars at half price.

## Beyond Evolve

Once you have completed the Evolve programme you will still be eligible for half price workshops and seminars for the following twelve months.

## Costs

All this is yours for just £6950 plus VAT, payable over 10 monthly installments. Each programme is limited to just 10 studios, and the second programme starts on the 22nd April 2009. Email Laura to ask for your Evolve application questionnaire without obligation.

[laura@lovegroveconsulting.com](mailto:laura@lovegroveconsulting.com)

Your first month's fee will be taken at the time of booking, and the remaining 9 installments will be due by BACS transfer or standing order on the 15th of every month commencing in May. Credit card transactions will be subject to an additional 1.9%.

## Your peace of mind guarantee

- our commitment to you

We will deliver value for money and an attractive return on your investment. If you feel at any time you have not received full value from any session (you be the judge), we will refund, without quibble, all or part - as you see fit - of that month's instalment and you can opt out of the programme at any time.

"Damien clears the fog and let's you see the priorities for your business. A straightforward, no-nonsense approach, delivered in a humorous and friendly manner makes this training invaluable for my business." -  
Graham Nixon

## FAQ's

**Q Can anyone join the programme?**

**A** No, the programme isn't for everyone. Take a look at the questions below to establish your suitability:

- Do you have a positive mental attitude?
- Can you commit to a 10 month programme where there will be homework for you to complete in between workshops/seminars and scheduled 1:1 telephone calls?
- Do you have a natural talent for photography?
- Do you have good people skills?
- Do you strive for success and have the self motivation needed to work through the difficult times?
- Are you prepared to give 100% to make this programme work for you?
- Some of the feedback you receive may be negative. Can you accept constructive criticism and use it to your advantage?
- Are you amazing? - You get the picture. Not everyone is a super hero and if you can answer yes to the majority of the first six questions you probably already know that this mentoring programme is for you and you should now be getting quite excited about the prospect of success. Email Laura with a 'Yes Please' in the subject line ;-)

**Q Who will probably be wasting their time and money by joining this programme?**

**A** People who;  
 Want Damien to do all the work for them.  
 Believe they know everything already.  
 Procrastinate and fail to reach decisions.  
 Talk but don't take action.  
 Want all the answers within a few months.  
 Have no dreams or ambitions.  
 Don't always do what they say.  
 Have a business that is terminally ill - weeks or days away from going bust.  
 Lack creativity.  
 Lack charisma.

**Q If during the programme, I do not feel I am getting value for money, what do I do?**

**A** Speak to us. This is a two-way process and it is our endeavor to exceed your expectations. There are many reasons why synergies can fail to happen and the least you can expect is an offer of an early out with no further fees due. If there were real evidence of negligence or a lack of professionalism on our part, then you can expect a refund of some or all of the monies paid by you.

**Q What if I don't want to/or can't attend one of the workshops/seminars?**

**A** You are free to miss one of the workshops - it's your business and it's your time. We will however forward you the notes or information shared with the delegates. Should you wish to have a further telephone session instead that would be fine too.

**Q Do I need to do anything in preparation before starting the programme?**

**A** Yes, you will be sent a number of forms, a contract of confidentiality and some self assessment questionnaires that you will need to complete and bring with you to the first session.

**Q Will there be any homework?**

**A** Yes, you will be asked to complete certain tasks in between sessions.

**Q Will I need to bring anything to each of the workshops and seminars?**

**A** You will need to bring any completed homework from the previous session, and for the Less is More workshop, you will need to post us a CD or DVD with a complete portrait or 'pre-wedding' shoot of RAW or jpg pictures (maximum of 150 images).

**Q Will lunch be provided at the workshops and seminars?**

**A** Lunch and all refreshments will be provided and are included in the cost.

**Q How do I book the scheduled 1:1 telephone calls?**

**A** We will email you with a suggested time in the first instance, but this can be adaptable if you have prior appointments.

**Q How easily can I re-schedule my telephone appointment if something crops up?**

**A** If you have the opportunity to take on a photo shoot then do go ahead and book it in. Do bear in mind though that Damien's diary will be filled up a long way in advance, so whilst we'll do our best to be flexible, it may not be very easy to find a new slot for you in the immediate future.

**Q If I have specific needs not covered above, can they be incorporated in the programme?**

**A** Any needs not covered by any of the seminars/workshops can be addressed directly with Damien during one of your scheduled 1:1 telephone calls. Each delegate will have different needs and that is why this truly bespoke programme has been established to enable us to meet those needs on an individual basis.

**Q If I have to 'share' my time with other studios will I obtain enough benefit?**

**A** Yes. You will have over 3 days of 1:1 time with Damien, where the focus will be solely on 'you'. The group sessions will be a great way to share ideas, to bond with each other and experience the journey of the programme together.

**Q What if the other people on the programme have different abilities to me?**

**A** There will be a range of people all with different levels of experience in the various skills and disciplines. The benefits of cross integration of ideas among the group members will be far greater than any of the potential drawbacks. Damien will limit disruption of the flow of information during the group sessions and will spend extra time on specific topics with delegates as required during their dedicated 1:1 telephone appointments. Challenging questions and interaction throughout the group sessions will be positively encouraged.

**Q What about confidentiality?**

**A** All the information you share with us and the information we share with you must be handled with the strictest confidence.

**Q How many days of training/mentoring will I receive?**

**A** Over 10 days in total with a great deal of this on a 1:1 basis.

**Q Will I have to come to the Lovegrove Studio for each session?**

**A** No. Just two sessions will take place at the Lovegrove Studio, the latter part of 'The Client Experience' and the personal business development day. The other workshops will be held at Matara in The Cotswolds.

**Q I don't have a studio - does that matter?**

**A** No, not at all. A dedicated working space may well be all you need to get started. If, however, setting up your own studio is one of your goals, Damien will be able to give you his advice and knowledge during your 1:1 sessions. A great number of successful photographers use hired facilities, and their customers homes.

For further information or to register your interest

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