

79^{TO}GOLD.COM



WELCOME TO 79 to GOLD

“

After years of entering and judging awards I now understand it. It's not about the result, it's about the growth and lessons learned along the way. It's about the people you meet and the places it takes you.

The accolades are just a bonus.
~Melissa Neumann

”

A FEW FACTS ABOUT THESE GIRLS BEHIND THIS PROGRAM.



- ♥ Melissa Neumann was born in 1970 in Adelaide, South Australia.
- ♥ She first entered awards in 1992, winning a silver, a highest scoring print and emerging South Australia photographer of the Year Award at the 1992 South Australian Professional Photography Awards. This print went on to win silver at national and was included in the top 5% of the Professional Photographers of America ending up in their Loan collection in 1993.
- ♥ She gained her Associate with the AIPP (Australian Institute of Professional Photographers) in 1993 but didn't receive her masters until 2015.
- ♥ She judges and regularly chairs the AIPP state and national awards and has done for many years.
- ♥ In the early 1990's Melissa and a friend worked out a way to transfer colour photo copies to art paper and completely bamboozled the judges. This is nothing unusual in today's digital era, but it was really out of the box thinking back then. Looking for the winning formula has been a passion ever since.
- ♥ Among Melissa's accolades are South Australian Portrait Photographer of the year in 2009 and South Australian Family Photographer of the Year in 2010. She has also come runner up on many occasions for these and other state categories.
- ♥ Melissa is still shooting and entering awards, but her passion now is helping others to achieve similar success. She believes she now knows the secret to winning!! And it might not be the winning you are expecting!



- ☉ Carol Lange was born in Adelaide into a small family, her love of photography was born at a young age. She loved flicking through the family photo albums and marvelling at how time stood still.
- ☉ Fast forward to 1996 and Carol started her photography career in the automotive industry at local car shows and drag racing events. Carol's professional work has graced the covers of all the major automotive magazines in Australia, USA and the UK.
- ☉ Having entered the awards process in Australia several times, and walking away with a few awards for her efforts, Carol decided to leave it at that!
- ☉ Having focused on the business side of the photography industry for many years now, she is here to help those in the business realm and the technical support for the community for this program.

These Girls Mean Business was started because Melissa and Carol had been helping other business owners with advice one on one for years and wanted to take that advice and what had worked for us and help everyone else.

Their favourite saying is 'a rising tide floats all boats'.

You can find out more about their Business Mentoring Membership at info@cameralove.com.au



INTRODUCTION

LESSON 1

LESSON RECAP

- ♥ How to use this program
- ♥ Things you might need
- ♥ What to expect
- ♥ Program outline
- ♥ Introduce yourself

We are going to do a lot of growing in this program and we are going to talk about a lot of things. We are going to talk about creativity in general, we are going to talk about the specifics of creating award images and awards in general, we are going to talk about the process we need to take, the ideas we need to generate, and the reasons we want to do it in the first place.

I am really hoping that as a student you can pick up a bit of practical knowledge but also be inspired.

Know that there is room for you out there in this crazy photography industry and the even crazier awards systems. And know from my point of view you don't have to start out with any special gift. I had no special gift when I started, except I was surrounded by wonderful people who taught me a craft that I have grown to love. So welcome to the program.

HOW TO USE THIS PROGRAM

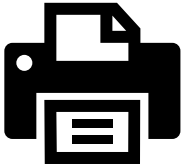
Before you dive in, we have a few recommendations to get the most out of your experience. You have invested in yourself by enrolling in this course, so we want to see you get the absolute most out of it that you can. This program can be repeated anytime you think you need it. It can be done in bits and pieces or it can be done in the order that it is presented to you. We will give you a recommended class outline as a guide, but it is up to you and your learning style and needs as to how you use this resource.



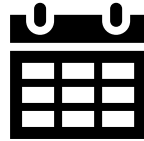
THINGS YOU MIGHT NEED



To enjoy this program, you only need your computer and desire to learn. Oh and of course your camera gear. However here are a few other items that we think will enhance your learning experience:



This printable PDF is filled with lesson recaps and assignments, links to external resources and places for you to take notes as you go. The more you commit to using the resources and doing the work, the more you will grow so print it out and use it.



Melissa explains her techniques to you in 12 official audio lessons. Additional videos and audio podcasts will be added regularly. It's tempting to finish all the lessons in one sitting, but we recommend using the suggested viewing schedule which you will find on page 7 of the programs workbook. Work through the schedule first before you start to explore the other materials.



Writing materials: You'll want to keep writing materials handy, both for taking notes while going through the program and for jotting down ideas. We also recommend keeping a single dedicated images notebook for notes, ideas, and anything else that inspires you to create amazing award images where you can collate your thoughts in one place.



Bring an open mind. This program is one of a kind. It is the first of its kind. It is a combination of education, mentoring and community. Initially you might be surprised by the content and what is included. It might not be what you expected.

WHAT TO EXPECT

We have no intention on teaching you the photography skills you need to be a master photographer. What we will do, however, is show you how to use the creation of award images to lift your photography skills to the next level. It doesn't matter what level you are at currently, or what awards you want to enter; this program will demonstrate a way to continue to learn and grow and eventually win.

Don't feel pressured. If at the end of the day you still don't feel that you can enter your images into awards, then don't. The journey is more important than the destination. Even if you get your images ready to enter and go through the entire process, you will learn so much from doing this that it will make the effort well worth your while.

This program is going to bring you some tough love. We want to be truly honest with what we say. You need to always take what is said and process it using the right mindset. When we have the truth presented to us, we sometimes feel like we need to defend our current opinion, regardless of whether we are right or wrong.

This is an instinct and comes from a very primitive part of our brain. It once protected us from danger. But it now can make us use our emotions instead of our logic. It makes us want to be right and superior, but the best way to learn is to assume that you know nothing and consider the opinions of others.

You need to make sure that those opinions are coming with some kind of genuine authority, as in making sure who you listen to really knows what they are talking about. And for this topic, I believe I do qualify as an authority.

There is no use asking your mum what she thinks about your photographs because she wants to encourage you and will say she loves it even if she doesn't, and she might not know anything about photography anyway. Asking your photographer friend what they think might spark some jealousy from their ego and they might rip it to shreds to discourage you and make themselves feel superior.



So, when we say to **have the truth presented to us**, what we mean is **seek good council** and **consider who the opinion is coming from** and if there could be an ulterior motive behind the comments. Our Facebook community is going to be a safe place to find this tough love. Please remember to be **open with your comments and questions** and **don't take anything the wrong way**, no comments are personally designed to hurt you, but we do need to be able to have **radical straightforwardness** and an ability to have **thoughtful disagreements** that are debates, and not thought of as personal attacks.

Lesson discussions: Apart from all the content we will encourage lesson discussions in our Facebook community. Share your works in progress and ask your peers for help and support if you've hit a roadblock.

Q&A: Submit Questions and watch video question for Melissa from the 79ToGold Facebook community.

Community: Continue connecting with your peers by using our Facebook community.

Questions and Feedback: If you feel you need personal help we are here for you, you just need to reach out: Email: info@cameralove.com.au

Each year we will run a live 6 weeks version of the course. As a member you will always have access to the course. During this live event we will work through the course in the Facebook Community and via online skype or zoom sessions where you can have access to live discussions.



PROGRAM OUTLINE—SUGGESTED VIEWING SCHEDULE

Week 1

Lesson 1 Introduction

- ♥ What we are going to do

Lesson 2

- ♥ Getting started
- ♥ Learn your trade
- ♥ Your creative well
- ♥ Surround yourself with people who inspire you
- ♥ Be so good they can't ignore you
- ♥ Become consumed

Week 2

Lesson 3

- ♥ Become informed
- ♥ Grow your small thoughts
- ♥ Don't wear out your creativity
- ♥ Find your own space and own it

Lesson 4

- ♥ Why go there?
- ♥ Who will you be
- ♥ Leave your emotion at the door
- ♥ Why do awards exist at all

Week 3

Lesson 5

- ♥ The magic awards formula
- ♥ The 3 types of award images
- ♥ Reflect about where you are

Lesson 6

- ♥ Learn from your failures
- ♥ Practicing disappointment
- ♥ What is easy to do is easy not to do

Week 4

Lesson 7

- ♥ What is your process
- ♥ Print them before they are perfect
- ♥ Read the rules

Lesson 8

- ♥ Get exposed to the process
- ♥ Trust the competition you enter
- ♥ Judges are people too

Week 5

Lesson 9

- ♥ Morals, values and the shock factor

Lesson 10

- ♥ Growing as an artist
- ♥ Perseverance over time
- ♥ Take a break
- ♥ Challenge and mistakes

Week 6

Lesson 11

- ♥ Nerves and entering
- ♥ Life in the photography industry

Lesson 12

- ♥ Final thoughts
- ♥ Where to next

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others

Facebook tags

#introducingmyself



ASSIGNMENT EXPLAINED

Introducing Myself.

It's not always easy to write a post as someone new into a group, so here are some ideas to make it easier for you.

Now don't go choosing all of them, just pick what resonates with you!!

Start your post with #introducingmyself.

Then pick some of these to write a little about.

Tell us where you live (you can also use this as a hashtag up the top if you wish to)

Tell us what you love to photograph

Tell us where you think your current skill level is at

Tell us how photography makes you feel

Tell us where you want to go with your photography

Tell us if you have entered awards before and if you did, how did you go?

If you haven't entered work before, tell us why.

What other interests do you have apart from photography?

Why are you here?

NOTES



GETTING STARTED IN PHOTOGRAPHY AWARDS

LESSON 2

BE SO GOOD THEY CAN'T IGNORE YOU. —Steve Martin

LESSON RECAP

- ♥ Getting started
- ♥ Learn your trade
- ♥ Your creative well
- ♥ Surround yourself with people who inspire you
- ♥ Be so good they can't ignore you
- ♥ Become consumed

If Melissa could accidentally become a photographer and then go on to win awards, then so can you. Everyone starts somewhere and if you are just getting into photography and want to enter your local photography club competitions or if you have been professional photographer for a while and want to have a go, then there should be no reasons stopping you.

It's time to think about how you can surround yourself with people who inspire you. Find a way to meet and talk to photographers, there are many events and workshops everywhere. Both Nikon and Canon have great online communities and regular events that you can tap into. Ask your local camera shop if they know of any events. Find a photography friend that you can go out and shoot with. Get Involved!

Ask yourself, how do I be good? Take a few moments to think about how you would photograph the scene in front of you.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.



Facebook tags

#GrowYourSkills

#TrainYourEye

#ResearchLocalEvents

ASSIGNMENT OVERVIEW

Assignments are here for you to develop your skills. Do them all or pick and choose what resonates with you.

#GrowYourSkills

If you need to work on your photography skills, then this one is for you.

Meet regularly with someone who is also an aspiring photographer or create a local group. You can also use the **#connections** tag in the Facebook group to connect with others in our community. Meet up in person or set up a video chat. Set a topic for each week's meeting (e.g., sunset light, my regular day, family, puddles, reflections, politics, storytelling, the colour red, water, etc.), and show each other what you capture. Take notes about what worked and what didn't. Remember that you need to share openly and honestly. Don't take comments to heart and get offended. Take comments and see what you can learn from them.

#TrainYourEye

If you want to work on your own.

Use your pocket camera to play with ideas and shoot as much as you can. Think about light, angles and composition and start to really see images everywhere. Download your images on to your computer and start to really look at the work you have captured. If you can train your eye to see images, you will continuously start to improve your photography. If you want to carry your camera everywhere with you then go for it and really get serious about finding images.



#ResearchLocalEvents

If you need a nudge to find local communities, then this one is for you.

Get in contact with your local camera shop and see if they know of any events locally. Find out what camera companies have their own community. I know Nikon have a great community and Canon have the Canon Collective. See what you can find and get involved.

ASSIGNMENT EXPLAINED

#GrowYourSkills

To grow your skills, you need to know what to work on first, so ask yourself these questions:

Where are my weak points when it comes to shooting?

What do I want to learn next?



Then go to the Facebook group and ask others what worked for them when they were learning that skill. See if anyone has resources that have helped them.

Buddy up: If you are looking to get together with someone from the group use #connections to find someone. You can also add a hashtag with your location if you want to find someone in person.

You can either meet in person or you can do so via video chat.

Decide how you will work together. Will you meet once a week, once a month, or a combination of a big video chat once a month but a quick text message every Monday to tell the other person what you have been up to – making you accountable for your week.

If you are looking to improve your skills, set a topic and then do some research about it. Here are some links to get you thinking

<https://www.techradar.com/how-to/photography-video-capture/cameras/52-photography-projects-a-photo-idea-to-try-every-week-of-the-year-1320795>

<https://photographyicon.com/photography-themes/>

Once you set a topic (e.g., sunset light, my regular day, family, puddles, reflections, politics, storytelling, the colour red, water, etc.), show each other what you capture. Take notes about what worked and what didn't. Remember that you need to share openly and honestly. Don't take comments to heart and get offended and be honest with your feedback. We can only learn from each other if we can give and take honest feedback.

Tell us how you are doing and share your struggles and successes with the group. Share with us what you produce as you are shooting and tell us what you learned the most by taking that shot. You can even post together and show what each of you have produced and how different or similar the images ended up being.



#TrainYourEye

This is for those of you that like to fly solo.

iPhonography is everywhere and it is a great way to hone your skills. And don't think you can't enter phone photographs into competitions. Because you can. Using your phones camera gives you the ability to have a camera with you all the time. You can practice photography anywhere and everywhere. What you will find is that if you start to do this, you will see images everywhere. You will start to think more about images and you will start making more images. This will lead your brain into different thought patterns that will give you new ideas and spark your creativity even further.

Post two phone captured photographs into the Facebook page and use the following tags

#trainyoureye #iphoneography and add any other hashtags that you feel might be appropriate like **#streetphotography #stadiumconcert #singletree #ruleofthirds** etc. Whatever you think adds some description to the images.

#ResearchLocalEvents

Sometimes we just need a reason to get away from the computer and out into the world. There are lots of local events that we can use as a photo opportunity.

Apart from the industry driven events there are lots of local festivals, concerts, shows, etc. that give you a great opportunity to find great subjects to shoot. Always do some research and find out what restrictions there is for public events. Sometimes events won't allow any cameras into them, so do your homework.

Use the hashtag **#ResearchLocalEvents** and share at least one place you have found information for your local area, or an event, or one online group that might be helpful to yourself and to others.



GATHERING INSPIRATION

LESSON 3

INSPIRATION IS ALL AROUND IF YOU ARE LOOKING FOR IT.

LESSON RECAP

- ♥ Become informed
- ♥ Grow your small thoughts
- ♥ Don't wear out your creativity
- ♥ Find your own space and own it

A question I often get asked, is how do you find inspiration? It's about being open to see it. It is all around. So, open your mind and start to let ideas flow your way. If you think you don't do anything or go anywhere to be inspired, then go and look at amazing art online or go to your local art gallery. Sometimes we need to look away from photography to find inspiration. We can be inspired and even create images to practice techniques, but we don't want to copy what others are doing, so to find new and interesting ideas, look elsewhere.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others

Facebook tags

#GrowYourSmallThoughts
#DownloadYourBrain
#WhatDoWeNeedMoreOfRightNow



ASSIGNMENT

Assignments are here for you to develop your skills. Do them all or pick and choose what resonates with you.

#GrowYourSmallThoughts

Grow your small thoughts. Start writing down your thoughts and ideas in one place. Use the notes on your phone if you must. Your phone is always with you and you can email the notes to yourself and then collate them together later. Hand write the ideas as you collate them because it will focus your brain on that idea and help to grow it.

#DownloadYourBrain

Do you already have a heap of ideas floating around in your brain? I want you to get yourself a notepad and start writing down everything that you can think of. Get it out of your brain to make space for other things to follow. You can look back at it later to see what is still shining out for you.

#WhatDoWeNeedMoreOfRightNow

What do you think humanity needs more of right now? Is it beauty in nature? Is it more cute cat videos? Think about what you are always talking about. What can you make using your photography that makes a statement?



ASSIGNMENT EXPLAINED

#GrowYourSmallThoughts

When we write down our ideas it reaches a part of the brain that helps us to focus on things. Journaling has been around for a very long time and is a great way of collating all your thoughts into a single place. So, we can collect them any way we want to but by then transferring them into a single handwritten place it can make all the difference. Watch this video to understand that a little bit better. https://www.youtube.com/watch?v=pu0PSZ_EwII

There are many very successful people who use journaling. It is a habit that you must practice getting used to. It is perfect for photography. Not only can you add ideas and locations, you can also prepare your thought process for a shoot. For instance, if you are doing composite images, you can record the direction and strength of the light. The depth of field you will be working with, you can sketch up your ideas. And it rarely ends up exactly how you imagined. Sometimes it ends up being just a learning stepping stone along the creative trail, but sometimes it comes out even better than you imagined.

We don't have infinite space in our heads to keep all those great ideas in order, so using a journal for this purpose means you can always go back to it again later. Remember this is about growing those seeds of ideas and thoughts. That great idea of quote or bit of light that you write about today might be the spark of something amazing.

Journaling is a technique used by health professionals for many reasons, so we suggest it to collate all your ideas for photography, but you might want to take this idea further so here are a few links that might help if you do.

<https://www.youtube.com/watch?v=uA3X6Wcu9es>

<https://www.youtube.com/watch?v=Z5sbCqAfq1o>

https://www.youtube.com/watch?time_continue=19&v=bAKMCGzvlco

Blank pages in a journal can be a little intimidating to start with. How do you use it, what will you write? How big should it be!! It's your journal, there is no rules, you don't have to write neatly or even spell properly!! It's just for you! So, you get to decide what works for you!!



#DownloadYourBrain

Do you already have a heap of ideas floating around in your brain? I want you to get yourself a journal and start writing down everything that you can think off. Get it out of your brain to make space for other things to follow into it. You can look back at it later to see what is still shining out for you.

I don't know about you, but I have a busy life and sometimes my brain goes into overload. I have so many things that I need to be thinking of that my brain gets filled with everyday stuff and I have no room for creativity.

When this happens, I like to do an exercise which I call downloading my brain. I spend 15 minutes in a quiet room with a cup of tea and write down all the things I need to do. From dropping off dry-cleaning to paying bills, shopping I need to do, and having to bath the dog. I literally think of everything that I need to deal with right now.

Once I have a comprehensive list I pick three things that are easy to do. Then I put the rest of the list into a priority list, must do today/tomorrow, must do this week, must do this month, would be nice to get done. I do those three easy things first, this gives me some momentum then I start working my way down the list.

As you do this you will find sometimes that things on your list are just not really that important. Discard them and don't feel guilty for doing so. There are only so many hours in a day so use them wisely.

When you do this exercise and find how fantastic it is and how it has rocked your world go and tell everyone over on the Facebook page. It will help encourage others to give it a go and they will thank you for it.

Important note: If you clear your mind, don't fill it back up again with stuff. Keep your mind clear by doing this exercise as often as you need to. Sometimes we have been overwhelmed for so long that it becomes a pattern that we feel we need it to feel normal. If this is you then you need to recognise that you have yourself in an infinite loop of overwhelm, and you need to break the pattern.



#WhatDoWeNeedMoreOfRightNow

We can often find out what is most important to us by consciously listening to ourselves. What is it that we talk about the most? What is it that we are thinking about all the time? We need to tap into what moves us and use that in our work to show the world in pictures what we want the world to notice.

Photography is a great art medium and we need to think about what it is that we are creating and why. Is it documenting your pet? Is it sharing your gift with families to capture that time in their lives that remind them of days gone by. Is food photography your fascination. Is it capturing a specific event. Years fly by and its photographs that are like little time capsules for the future.

But what is it that we want out there in the world? What do we need more of right now? Start taking photographs that fit this brief. Choose an image that you have shot that you think needs to be out there in the world and not stuck on your hard drive and share it with the Facebook group. Feel free to share using this tag regularly.

We all need to notice what is important to others and this is a great way to see what is important to you!



WHO WILL YOU BECOME

LESSON 4

ITS NOT ABOUT THE DESTINATION, IT'S THE JOURNEY THAT MATTERS

LESSON RECAP

- 📍 Learn from your journey
- 📍 Preparing your response
- 📍 What is easy to do, is easy not to do

Why do you even want to enter awards? What is it that is drawing you toward them? What is the driving force? Think about this. What is it that you hope to achieve by entering photography competitions?

What is your awards persona going to be? What kind of person are you now? Are you prepared to do the work so that you cope with whatever happens once those prints are entered?

Are you an emotional person? How do you feel when someone criticises your photographs? do you get defensive, or do you consider what is said with an open and curious nature?

The right mindset can be learned so that awards are not stressful or scary.

We also need to look at why photography awards exist in the first place, and the intention for them. It's all about the challenge, the inspiration and the education.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others

Facebook tags

- #PreviousCompExperience**
- #WhatsStoppingYou**
- #EmotionalPreparation**



ASSIGNMENT

Assignments are here for you to develop your skills. Do them all or pick and choose what resonates with you.

#PreviousCompExperience

If you have entered awards before its time to reflect on how your felt about the process. Was it a good learning experience? Did you get angry because of the comments or judges? What did you like about it and what did you not like?

#WhatsStoppingYou

If you are thinking about entering for the first time, what is stopping you? Where is the fear coming from? Write down and brainstorm what is stopping you from having a go. Are you cash poor? Do you feel like you don't know what you are doing? Are you worried that you will not get good scores and feel like your work is not worthy? Is it a time constraint thing?

#EmotionalPreparation

If you do decide to take the plunge and prepare for the awards, what do you think you will need to do to prepare yourself emotionally?



ASSIGNMENT EXPLAINED

#PreviousCompExperience

When you have any experience, good or bad, it's good to reflect upon it. This will help you to do better next time. So, if you have entered awards before its time to reflect on how your felt about the process. Was it a good learning experience? Did you get angry because of the comments or judges? What did you like about it and what did you not like.

Many people haven't entered before and want to know what it was like. Take a few minutes and add some insight for the group to learn from.

Here are some questions that you might like to ask yourself to help write this post

What competitions have you entered?

What type of images did you enter?

How did you feel about the images before you entered?

How did you feel about the images after judging?

Did entering make you see the images differently?

Looking back what was the biggest thing you learned from entering a competition?

Use the tag **#PreviousCompExperience** and tell us your story.



#WhatsStoppingYou

What is it that is making you stop not enter? Is it the cost of entry? Is it that you don't think your images are good enough? Are you worried what friends and family will say if you don't win anything? You're not sure of the rules? You don't know if the print is good enough?

It's time to have a good think to see if the reasons that you are not entering is something real or if you are convincing yourself not to.

It's not unusual for us to convince ourselves not to do things that we want to do. Especially if it is the first time you are entering. Anything new is scary and sometimes it's just because it is new that makes it hard to do.

This exercise is for you to brainstorm what might be stopping you from having a go.

Once you have brainstormed some possible reasons, see if you can find a way to move forward. Is it a real reason or are you making excuses because you are fearful to put yourself out there?

Now I want you to think about those reasons. What is the worst thing that can happen if you do enter? What is it that you fear might happen.

Share how you feel in the Facebook group. Learn what others have done to get over their fear and share what you have done to get over yours.

#EmotionalPreparation

Are you an emotional person? Do you react rather than respond? By that I mean do you wear your heart on your sleeve and go with whatever emotion hits you. Or are you calm and think about what happens to you and then breath, think, and listen before you respond to a situation. Or do you overthink things? Do you find that you think of every possible scenario and panic and freak out?

You need to prepare yourself emotionally for whatever happens. By understanding what kind of person you are, you will be able to work on a plan to emotionally prepare.



Remember my favourite saying “the gold is in the getting there”. You have no control over the result once your image is sent off and entered, so how are you going to handle that?

If you have come up with a great way to prepare share it on the Facebook page.



THE WINNING FORMULA

LESSON 5

“I’VE MISSED MORE THAN 9,000 SHOTS IN MY CAREER. I’VE LOST ALMOST 300 GAMES. 26 TIMES, I’VE BEEN TRUSTED TO TAKE THE GAME WINNING SHOT AND MISSED. I’VE FAILED OVER AND OVER AND OVER AGAIN IN MY LIFE. AND THAT IS WHY I SUCCEED.”

~MICHAEL JORDAN

LESSON RECAP

- ♥ The magic awards formula
- ♥ The three types of award images
- ♥ Reflect about where you are

There is a formula to winning awards, but not the one you think. We talked about having a solid skill base to start off with, and we will talk about the 3 kinds of award images that there is. Each kind will come with a different mindset and process in producing. They all have the same base skill set from lighting, to posing, to framing, to composition, and if it is a print competition, then printing and presenting of the image also needs to be of a high skill level.

Time to start to make some decisions about how you are going to create awarded images. Will it be from your everyday work? Is that what you want to be known for? Is it going to be jumping into something that will push your photography skills outside of your comfort box? Or will it be both?

TAKE IT FURTHER

It’s your turn to share your thoughts about this lesson in our Facebook community. Don’t forget to respond to the comments of others.

Facebook tags

#WhichCompWillIEnter
#PrintBeforeYouPerfect
#PaperResearch



ASSIGNMENT

Assignments are here for you to develop your skills. Do them all or pick and choose what resonates with you.

#WhichCompWillEnter

Time to now have a good long hard think about what you might want to enter. Which awards or competitions? Which categories? Will they be found or created images? Or a bit of both?

#PrintBeforeYouPerfect

If you had to prepare for submission tomorrow can you find your favourite files? Are you picking a few images from every shoot that you do, that might work for competition? Spend an hour having a look at what you currently have. If you feel that they are not yet good enough then think about what you would do next time to make them better. Start to print your photographs and get used to seeing images on paper. This is a lost skill and you need to start to see past the fact that prints always look different printed than on a screen.

#PaperResearch

Do some of your own research into the different kinds of paper there is for competitions and see what you can find out about the different textures and what images look good on what papers. If you have a competition or awards close to you find out when they are on and if they display the images and have a good look at the paper and what it does to the highlights and the shadows.



EVEN WHEN YOU LOSE YOU CAN WIN

Video 6

**“THERE ARE WINNERS, THERE ARE LOSERS AND THERE ARE PEOPLE WHO
HAVE NOT YET LEARNED TO WIN.”
~LES BROWN**

LESSON RECAP

- ♥ Learn from your failures
- ♥ Practicing disappointment
- ♥ What is easy to do, is easy not to do

Not every player wins a prize and I think that is a good thing. But we can find the positives out of a negative situation. We have talked about how we get emotionally attached to our work, and sometimes judges don't feel the same way as we do. But they might. Sometimes you just never know.

What is easy to do, is easy not to do. Today I ask you to do a very special assignment. I want you to do some role play. Now I hate role play, but this is just practice for the real thing so get stuck into it and get it done. This is important.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

#WriteAboutIt

HowIShareWhatICreate



ASSIGNMENT

#WriteAboutIt

I want you to choose a photograph that you love, and I want you to imagine that you entered it into an award. It needs to be an image that you haven't entered before because that already has been through the process, so you might already have received some feedback about it that might sway your thoughts. I want you to have this as a completely fictitious exercise. I want you to imagine the image fell into professional practice range but didn't win anything, it might have even come really really, really, really close to winning something. Then I want you to write a blog post about why you consider this image to be one of your favourites. What is it about this image that speaks to you. What connects this image to your heart. And why you love it regardless of what it scored. I also want you to add in there something about how proud you are that your peers considered this image of professional practice. Write this as if you are creating a post to promote your photography, and you are talking to your clients.

Once you have created this piece of writing then create the same but this time imagine that it won. What did you have to change? Was what you wrote completely different?

#HowIShareWhatICreate

When you spend lots of time and effort on an image it is good to share it with others. How do you share your work now? Do you tell how you feel about the image? Do you share what story is behind it? Or do you let the image speak for itself?



MAKE YOUR PROCESS A HABIT

LESSON 7

**“MOTIVATION IS WHAT GETS YOU STARTED. HABIT IS WHAT KEEPS YOU GOING.”
~JIM RYUN**

LESSON RECAP

- ♥ What is your process
- ♥ Print them before they are perfect
- ♥ Read the rules

Don't leave it until the last minute. Competition is about challenging yourself. You need to go into pre-season with some warm up training and slowly build up to the main game. What is your process going to be?

The more you look at them the more you will find that will stand out to you. Don't forget the upside-down trick.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

#FirstDraft
#DocumentYourProcess
#ReadTheRules



ASSIGNMENT

Assignments are here for you to develop your skills. Do them all or pick and choose what resonates with you.

#FirstDraft

Get into the habit of printing your photographs for competitions. Even if you just print a first draft on the document printer and leave it hanging up somewhere, you will start to see things that you didn't before. I often joke how this is like writing a first draft of a document. You will always see little things when you go back and read it that need correcting. Images are the same. Your first draft should be just that. If you're a perfectionist there does come a time when you call the image done. You can't keep making changes forever. There is new work to explore.

#DocumentYourProcess

Create your process in dot point form and start to follow it. Be prepared to make improvements along the way.

#ReadTheRules

You know what competitions you are going to enter now, so get a copy of the rules and read them. If you find things in there that are confusing, then ask for clarification from the competition's organisers. Every year there will be changes to the rules so don't think just because you read them this year that they will be the same next year. This is why you don't leave it to the last minute.

Share in the Facebook group how this made you feel and what you learned from this exercise.



BECOME PART OF THE SYSTEM

LESSON 8

**“I THOUGHT IT PERCULIAR HOW ONE NEW EXPERINCE CAN ALTER YOUR
PERSPECIVE ON PLACES YOU’VE KNOWN YOUR WHOLE LIFE.”**

~M J PREST

LESSON RECAP

- ♥ Get exposed to the process
- ♥ Trust the competition you enter
- ♥ Judges are people too

If you want to really make a huge leap forward with this competition thing, then get involved. There is no better baptism of fire than to see how it works than being part of how it works. It doesn't matter if it is a local camera club or an international competition, you will learn so much from being involved.

Is this something that you are prepared to do? Is this something that you feel you have time to do? Remember there are no right and wrong here. But what is your plan to know more if you can't do it this way. Feel free to discuss this in the Facebook group.

And finally choose wisely. You need the ability to trust the process you are about to submit to.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

**#Critique #critiquefirsttimer #CritiqueBeGentle #CritiqueGoYourHardest
#CritiqueBeginner
#YouBeTheJudge
#PhotoWatchdog
#Livestream**



ASSIGNMENT

#Critique #CritiqueFirstTimer #CritiqueBeGentle #CritiqueGoYourHardest

Time to start thinking about adding some images into our Facebook group for critique. Remember that it is a safe place to get honest feedback so don't take negative comments personally. Remember to also use this as a chance to be the judge. I am usually the first to say don't judge, but in this environment, you must. You have an opinion that is just as valid as the next person. Tell the artist how the image makes you feel. What is the first thing that you noticed about the image? What stands out the most?

#PhotoWatchDog

Go and check out this article <https://longshots.com.au/photo-watch-dog/> William is awesome but remember that he does this voluntarily so just keep that in mind, but he will offer help in regard to photographic competition rules if he can.

We will use the **#photowatchdog** if we find any issues with any competitions or if William puts out a warning.

#Livestream

If you can watch live judging, then go and check it out. There is nothing like seeing a printed image in the flesh to see the image quality and delicate details.

And there are not many photography awards or competitions where you can see the judging online. Online streaming of awards is great if you can't make it to an event in person but it's not the same as being there. Some competitions are done behind closed doors and only the winners and feedback are given. Some you can watch being judged and listen to feedback. You will have to investigate and research how the competition you want to enter runs.

The AIPP have over the last few years livestreamed their awards and this is available online to view. This livestreaming will give you some indication of what goes through the judge's minds as they judge. Go and watch a recorded livestream of awards from a past year.



https://www.youtube.com/results?search_query=AIPP

<https://livestream.com/AIPP>

Pick something that you are interested in and check it out. We will use the **#livestream** tag if we find any judging online that can be watched live or if it is recorded and can be viewed later.



THE SHOCK FACTOR

LESSON 9

“I KNOW WHAT I’M DOING. I KNOW I AM SHOCKING YOU.”

~Miley Cyrus

LESSON RECAP

- 📍 Morals, values and the shock factor

This one is all about your own principles and morals. If shocking work is where you want to go then have at it. But if you don’t want to include it in your art then don’t feel compelled to do so. Always consider the impact that these images can have on others and make sure these images are a conscious choice that you have given considerable thought to making. Don’t shock for the sake of shock value.

This is a deeply personal and intellectual decision that you must make for yourself.

TAKE IT FURTHER

It’s your turn to share your thoughts about this lesson in our Facebook community. Don’t forget to respond to the comments of others.

Facebook tags

#DrawTheLine



ASSIGNMENT

#DrawTheLine

Think about how far you will go to win. Really think about what you currently do in your work and where you would draw the line. This will start to give you some insight into your own values and morals. And remember it is up to you and no one else where that line is.

We talked about heartfelt in this lesson so go and have a look at what they do.

<https://www.heartfelt.org.au>. I would love to be able to help this wonderful organisation, but I too lost a child at 11 days of age after she was born 16 weeks premature. So, I get how important this organisation is, but know that I am not the right person to volunteer as I would just fall apart. I know of photographers who have been through the same that feel this helps them to heal. It is a great organisation and well worth knowing about.



GROWNING AS AN ARTIST

LESSON 10

“AND THE DAY CAME WHEN THE RISK TO REMAIN TIGHT IN A BUD WAS MORE PAINFUL THAN THE RISK IT TOOK TO BLOSSOM.”

~ Anaïs Nin

LESSON RECAP

- ♥ Growing as an artist
- ♥ Perseverance over time
- ♥ Take a break
- ♥ Challenge and mistakes

How does one maintain momentum over large amounts of time? It's all about keeping your relationship with photography healthy.

Some of what works for me is taking a break – it's amazing what happens when you stop thinking or over thinking things. Find your weak spot and develop it. Get yourself a mentor. Challenge a friend. There are many more I am sure, so let's share about it in the Facebook group.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

#BurnoutSolutions
#Top3BurnoutSolutions
#PersonalProjectIdeas



ASSIGNMENT

#BurnoutSolutions

Have you ever had a time where you felt burnt out? How did you get yourself out of that space? Share this on our Facebook page and it doesn't have to be photography burn out, any burnout will give you insight into how to drag yourself out of a slump.

#Top3BurnoutSolutions

Out of all the things that we have talked about, what sounds good for you? Come up with a list of your top three and have them prepared for when you do start to slip down that slope into burnout. Or better still, pencil them into your current calendar to avoid burnout altogether.

#PersonalProjectIdeas

One of my favourites that I left out of the lesson is personal projects. Do you have any personal projects on the go? If you do, what is your plan for them? If you don't, and if you had all the time in the world, what would you do as a personal project?



IT'S SHOW TIME

LESSON 11

“I DON'T GET NERVOUS IN ANY SITUATION. THERE'S NO SUCH THING AS NERVES WHEN YOU'RE PLAYING THE GAMES.”

~ Shaquille O'Neal

LESSON RECAP

- ♥ Nerves and entering
- ♥ Life in the photography industry

Its game time! Time to enter and see where the cards may fall. Keep your fingers crossed, wear your lucky socks and hope for the best. You know you have done all you can, so it is up to others to decide your fate now.

Remember that you can still learn from this part of the process. Listen to what the judges say, if they say anything. Find out what the score that you got means.

Don't go online and join the throngs of the miserable. Don't rip down the system because you didn't get your way. If you see this happening, then don't enter into discussion about it. Emotion is running the show and no matter what you say there will be no way to stop the venting. Just see it for what it is and don't fan the flames.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

#FindTheLovelyPeople
#RemindingYourselfToBeInspired
#WriteAboutYourPrints



ASSIGNMENT

#FindTheLovelyPeople

Find the lovely people. Connect with them and you will enjoy being part of this industry. Our Facebook group is a good starting point. It will let you be yourself and learn from each other. Look out for those who don't have your best interests at heart and want to get into your head.

#RemindingYourselfToBeInspired

We often struggle with isolation, criticism and wallow in our own disappointment at the level of our own work. The trick is to be inspired by your rivals because there will always be someone out there better than you. Don't overanalyse criticism. Take it and see if you can learn from it but don't obsess over it. Think about what you can learn from your experience and how you can use that for what is coming next. Can you do this? What can you do to remind yourself of this?

#WriteAboutYourPrints

Don't forget to be prepared no matter what way the votes go. Remember that practice we did writing about our prints before they get judged. Do that!!



So, What's Next?

LESSON 12

**“DON'T CRY BECAUSE ITS OVER, SMILE BECAUSE IT HAPPENED.”
~ DR SEUSS**

LESSON RECAP

- 📍 Final thoughts
- 📍 Where to next

Time to take all this new knowledge and move forward. But to where? Personally, you need to dig deep and work on strengthening those weak points.

Become part of this community. Get in there and share and comment and don't be afraid to have an opinion. Remember it's about radical truthfulness which means to not have to filter your thoughts and your questions, especially about problems and weaknesses. I want us to create meaningful work that everyone is excited about. I want us to create a community that genuinely care about each other. Tough Love will be what we do.

We will give people the benefit of the doubt before we attack them because we took what they said the wrong way. We are going to use our logical brains and not our emotional animal brains to communicate without hurting each other. We are going to be grownups and if there is a problem we will deal with it in a grown-up way. We will have each other's backs and we will never talk badly about anyone from our group. We will protect each other and be there for each other every step of the way. We will learn that you don't have to agree on everything to still be friends.

TAKE IT FURTHER

It's your turn to share your thoughts about this lesson in our Facebook community. Don't forget to respond to the comments of others.

Facebook tags

- #HowImfeeling
- #Goals
- #RandomThoughts



ASSIGNMENT

#HowImFeeling

Time to reach out and tell us how you are doing. We can only help and support you if you let us know how you are thinking and feeling. We are here for you and you are not alone, unless you choose to be.

#Goals

Sometimes we need to put out to the world what our goals are and sometimes we need to celebrate the small wins. So, this tag can be used for either. Tell us where you want to be and how long you think it will take to get there. Tell us about the little bits of progress that you make along the way.

#RandomThoughts

Sometimes we will have a random thought that we just want to share with the world. Sometimes it can spark conversation and you might find that others learn from your random thoughts. So please share your random thoughts with the Facebook community.



Here are a few videos that I made a while back that talk what when into them.

<https://vimeo.com/47221130> little miss muffett

<https://vimeo.com/47221131> first award image

<https://vimeo.com/47221349> roy i can fly

<https://vimeo.com/47222994> marly

