



INSPIRATION: YOUR MOST IMPORTANT BUSINESS TOOL!

Most photographers, even those who diligently focus their attention on marketing and selling their business are missing the most important tool that is present in every successful photo business.

That tool is Inspiration.

When you are inspired you are open and ready to receive. Ideas and creativity flow and issues are easily solved. New plans are able to be followed with enthusiasm and you move forward in your life with the greatest of ease.

Is this your experience?

For most photographers it is not. While almost every photographer I've met got into the business because they love photography, many report that somewhere in the process of being in business they lost the spark.

Have you?

After 30+ years of counseling photographers in every area of our industry I can report with great confidence that when a photographer

has activated their intuitive senses and has 24/7 access to inspiration they benefit creatively, professionally, financially and personally.

This translates into:

- Frequently and painlessly creating new imagery to market
- Successfully collaborating creatively with clients on visual projects
- Happily and easily marketing and consistently selling your work
- Painlessly solving client or employee issues with grace and ease
- Pricing and negotiating project rates and licensing fees that serve all

Most photographers currently experience “moments” of inspiration. They have times while shooting when they are” **in the zone**”, a place where time stops still and they feel supremely present.

Other clients report that they have sensed connection with subjects and they knew in that moment, where their shot was.

These moments while wonderful, are only the tip of the iceberg. They happened randomly, not through active choice and effort.

When you **choose to live an inspired life** you are connected to higher source energy. This is the frequency that you've been visiting during your moments in the zone, or times of connection during a photo shoot with the subject where flashes of brilliance occur.

This energy field can be brought into all aspects of your life. This is tool that everyone has yet few are accessing!

Energy? Frequency? I’m not talking religion here. Science and medicine long ago confirmed that we are energetic beings.

Think of the last days of life... (not what you want to visualize, but work with me here :):) When a person is hooked up to a monitor and the beeps are going off, you are alive...those beeps represent energetic frequency in the heart and brain. When those beeps stop? The energy is no longer flowing and you are gone.

When you live an inspired life, you are choosing to consciously and deliberately open to and activate the high-frequency energy field that until now you have only been visiting.

Choosing to live in the higher vibration of inspiration gives you access beyond your thoughts.

Make no mistake about it. **Creativity is not an act of the brain**, (neuro science has reported that the brain can only recognize that which it already knows and ideas are “new discoveries”) it is a result of you opening and providing a receptive place for ideas to land.

This is not rocket science and it's not easy work. Many of you will have to get past old beliefs and then you will need to create new steps in order to leave habits behind, patterns that no longer serve.

In the next few months I'm going to be sharing with you, ideas and concepts that you can take to create space in your life for accessing your higher frequency. Watch for my emails and share these emails as you choose.