

12 Days of P52: Day Twelve

 project52pro2016.com/12-days-of-p52-day-twelve

Don

And here we are at the beginning.

A group of people bound by a love of imagery, design, processes, art, communication, visuals, cameras, gear, and the idea that working for ourselves may actually be something valuable in this place in time.

I have been self-employed for most of my life. I love it.

There are good years, a few great years, and some years I would rather forget. But they were MY years. I called the shots, missed the marks, screwed up, learned a lot, hit some homers, brought home the bacon, and owned it all.

I was never trapped, and always free. I was trapped so deep that freedom couldn't find me. Two sides of every coin, and I chose to go it on my own.

Self-employment (freelance) is not for everyone. It takes discipline and commitment to a larger goal, a longer view, and a love of adventure. Cause it is a hell of an adventure.

This class will help you maintain your footing, and keep you plunging forward. It will demand commitment, some sacrifice, and a keen understanding of time (an unforgiving beast). I want you to embrace these challenges with everything you have.

In one year I hope to instill in you the ideals of a professional photographer. I hope to watch you find your voice, become strong visually, and present work that others will see as important to their business and futures.

I cannot make anyone a great photographer. I am still working on that for me.

But I can make you a better one. One that sees MORE than the average photographer sees. One that can deliver content that satisfies a client and satisfies one's own desires to make great images.

According to statistics, online courses lose 90% of their students by the end. We have NEVER lost that many. Ever.

But life happens, and some things can get pushed off or forgotten. Do not let that slow you down, or worse – make you stop.

If you miss a class, don't worry. Just jump in on the next assignment. You can always go back on your own and do that missed assignment. If you miss a month... same thing. Get

back up on the saddle and commence again.

Stay with the class. Dig in and commit yourself to doing the best you can.

Do not let negative reviews get you down. If you think you are not doing well and are struggling, you are actually doing great. The struggle proves it. **NO ONE IS MARVELOUS** at the beginning. We all struggle and fight and scratch and claw our way to the next level. It's art.

I can tell you that there have been photographers in past classes who were not the best at all. I would sometimes wonder at their tenaciousness. From work that didn't measure up they kept at it and one day they nailed it. Then again. And again.

The struggle paid off. We have professional photographers all over the globe who have come from this group. I am thrilled to see them growing and building a business in commercial and editorial photography.

And we have a great many who are just much better photographers who are working the gigs they want to on weekends or after their full time work. It's all good, and it is all possible.

Glad you are here... see you out there on the class pages.