

# INSPIRED

MARCH 2020 | ISSUE 87



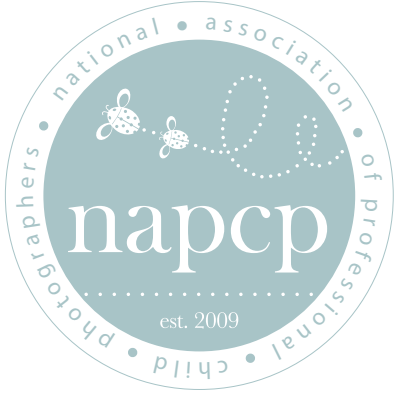
FEATURED ARTIST KATIE CATHELL

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS





Image by Katie Cathell of KVC Photography



**KYU AND ALICE PARK**  
*Founders, Creative Director*

**DEANNE MROZ**  
*Chief Creative Officer*

**KATIE MITCHELL**  
*Editorial Manager, Community Partner*

**TIFFANY ROLLE**  
*Assistant Membership Coordinator*

**LISA PHILLIPSON**  
*Social Media Maven*

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DEAR NAPCP,

What we do as an association, each and every day, is nothing short of magical.

Every month it takes professional photographers to fill the pages of this magazine with stories. Dozens of Ambassadors to connect with members and their communities. The members of our team to deliver exceptional content and partnership with our members. Web administrators to keep the website and platforms running. Vendors, studios, and industry experts to welcome us all with open arms. Hundreds and hundreds of members who bring the association life.

This includes you.

As the professional photography community around the world responds to the COVID-19 crisis, we are all faced with difficult decisions. To cancel or not to cancel. To refund or let it go. To market or to stay silent. Many of us are, frustratingly, waiting for instruction from local leadership before considering, reconsidering, and considering again.

During this season, we invite you to spread your wings. Take your business and your craft to a deeper level. Elevate yourself and our industry.

This month’s feature photographer is a woman who has done just that. Katie Cathell, of KVC Photography, gives us a behind-the-scenes look at what it’s like to be a photographer to bloggers. A strong voice for following your heart, we adore Katie for the joy she brings to professional photography and we’re so happy to share her with you.

Want to add a new niche to your photography repertoire? Beth Ann Fricker, of Beth Ann Fricker Photography, is here to provide you with an education, and encourage you to express your creative self.

We also strongly encourage you to read the sage advice enclosed in a special letter from NAPCP Ambassador Heather Crowder, for protecting yourself and your business in the daily course of your life as it is right now. We greatly appreciate her support and wisdom.

As always, NAPCP promises to engage and inspire, in our Member Community and throughout our industry. It’s a promise we take seriously, and we will continue to thrive through the power of community.

“Real strength has to do with helping others.”  
- Fred Rogers

Your “To Do” List

MARCH 2020

APPLY FOR MASTER CERTIFICATION

Master Certification in the Child category will close on March 30th. Don’t miss the opportunity to increase your marketability to clients. See page 54 for details.

SUBMIT YOUR “OVERHEAD” IMAGES

Get your images ready! Next month, submissions will open for the May issue of Inspired Magazine, which will have a theme of “Overhead”.

HOST A MARKETING MONDAY

NAPCP is all about community and support in the industry. Do you have an idea you can share with others dealing with loss of income during this difficult time? Visit [napep.com/host-a-marketing-monday-2](http://napep.com/host-a-marketing-monday-2) to sign up!

APRIL 2020

UPDATE YOUR NAPCP PROFILE

Looking for something to do with your downtime? Login to your NAPCP account and make sure your profile is up-to-date!

SUBMIT AN ARTICLE

Did you know that there’s more than one way to contribute to our magazine? Send us an article for your chance to be featured! Learn more at [napep.com/contribute-to-our-magazine/](http://napep.com/contribute-to-our-magazine/)

ORDER YOUR INSPIRED MAGAZINE

Were you featured in Inspired Magazine? Visit [napep.com/inspired-magazine](http://napep.com/inspired-magazine) to order your copy and show it off to your friends and clients.





FEATURED PHOTOGRAPHER

KATIE CATHELL

*of KVC Photography*



## MEET KATIE

Katie founded KVC photography in 2011, starting out as a wedding photographer. When Katie was a kid she thought she would grow up to be an astronaut! However, after pursuing musical theatre, she believes the Lord is ever faithful and photography found her through her interests and activities. Thankful for all she learned in wedding photography, she transitioned to lifestyle photography in 2017 and is excited for new opportunities working in this industry!

**Facebook:** /kvcphotos

**Website:** [kvcphotography.com](http://kvcphotography.com)

**Email:** [hello@kvcphotography.com](mailto:hello@kvcphotography.com)

**Instagram:** @kvcphotography







# AT A GLANCE *with Katie Cathell*

*Started photographing when:*

In 2011. I first got interested in photography from a class that I took in college, and at the same time my cousin’s wife, Jess (@j.cathell) was a photographer (she is now a blogger). After seeking a lot of her advice I got into professional photography, starting out with weddings. With her encouragement along with my passion, the fire was fueled! After meeting and reaching out to a blogger in 2017, I began my first experience in lifestyle photography. This solidified my excitement and turned my head to follow another avenue for my business.

*Officially opened business:*

Feb 20th 2011 was the date I set up my business and became KVC Photography. In the fall of 2017 I announced to my industry community that I was primarily working with bloggers and no longer taking on weddings.

*Favorite camera:*

The Nikon d750 is my favorite camera right now. I haven’t had the opportunity to work with other brands yet, but I’m open to it.

*Favorite lab:*

Miller’s Lab

*Favorite subject to photograph:*

People! It’s hard to pick between weddings and bloggers. I still second shoot weddings because I love it!

*Lens of choice:*

35mm right now.

*Favorite musician:*

Sarah Bareilles

*Favorite movie:*

I tell everyone it’s *Hocus Pocus* (I know every single word!) but it’s actually *Pure Luck* - it’s hilarious, and my all-time favorite movie.

*Favorite read:*

John Grisham’s *The Street Lawyer*. It’s a book I read at school, and the first book I remember. You couldn’t tear me away from that book. I couldn’t put it down, and it was the only book I ever finished because I wanted to. I do listen to a lot of podcasts and audio books.

*Favorite client product:*

Albums. Even though I don’t do albums, there’s something about a book that is printed. I love it.

*3 things I can’t live without:*

My family, for sure. That includes my real family and my chosen family through my adoption story. I also have other people in my life that I am close to, that will be in my life forever. I consider them family, too. My camera, of course, and my faith.





*Congratulations on being our  
feature NAPCP photographer  
this month, Katie!*



*Please tell us a little about yourself and how you got your start  
as a professional photographer.*

Thank you so much I'm so excited to be featured! I have been a professional photographer for 9 years now. I first started out when my cousin's wife (Jess) was a photographer and during family get-togethers we began chatting more about photography and through her support and advice I launched my wedding photography business. After 6 years I transitioned to become a lifestyle photographer. I now work primarily with bloggers and I pride myself on being able to cultivate meaningful relationships with my clients, securing their trust and maintaining a long-term friendship. My goal is to help expedite their workflow with quick turn-around, variety in the images that will be appealing to their followers and affordable consistency so that they never miss posting their next collaboration!





*We love your transition to being a lifestyle blogger photographer. Tell us how you made that transition happen?*

It was through a blogger named Brittany. We met at a retreat that I was documenting, I was a workshop photographer and she was an attendee. She was the first blogger that I met outside of Jess. After the retreat, a mutual friend encouraged me to reach out to see if she might want to work together. Once we did, the momentum started and then other bloggers started reaching out. This was a clear indication that I needed to make the switch, as I didn't see anyone else in Atlanta serving the blogger industry. It gave me an opportunity to trailblaze this industry and get a great return back on my investment.







*What do you love most about what you do?*

I don't feel like I'm changing lives or anything but this is a fun and creative outlet for me; it makes me happy to know that I am helping to solve a problem for the blogger industry. There are not a lot of people that specialize in this type of photography and know what's important for bloggers, what's going to set them apart, and research how to be as creative as possible. I pride myself on my turnaround times, making myself available and getting the most work done in the best way possible. It makes me feel good that I am helping them, and being used as a resource to help their business grow, and in turn, my business grow.







*If you could tell yourself anything when you began this photography journey, what would that be?*

If I could go back to my Day One, I'd start working on setting boundaries! I thought everything would fall into place in that respect, but when you're the boss, and don't have anyone to tell you when deadlines are, etc., it's hard. You have to wear so many hats. You have to be boss, employee, HR, customer service, admin, and beyond. Plus, for many others, it's wife, parent, etc. In this season I don't have any other responsibilities, but it's still hard to balance what's important, spending intentional time with family or my church. I'm lucky I can combine photography with church, but it took me a long time to get to this point. Hiring an assistant, someone who can help with the workload, has made a huge difference. I can see the momentum now, with boundaries clearly set between life and work.











# Three Tips

## LIFESTYLE BLOGGING PHOTOGRAPHY

*by Katie Cathell*

**1. *Don't be afraid to put yourself out there.*** I did this when I reached out to a blogger named Brittany who I knew through a mutual friend. She was working with multiple photographers and was posting iPhone pictures. I complimented her on her Instagram and told her I am trying to get into working with bloggers and would love to be considered in the future. She contacted me 2 months later to help with some photos! We started working together and she helped me formulate a business plan for working with bloggers. Other bloggers began reaching out and it snowballed from there! Bottom line is that I took a chance and gained confidence. Had I not, I would have been scrambling. Now 9 years in, my investment has paid off!

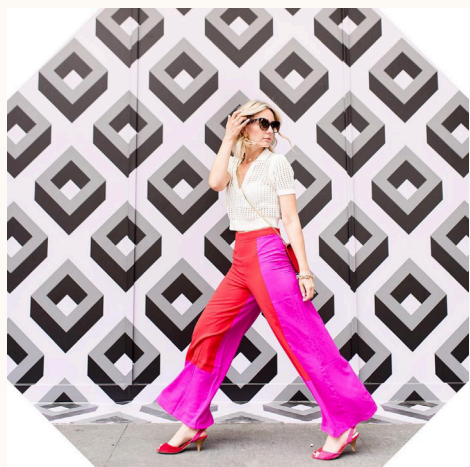
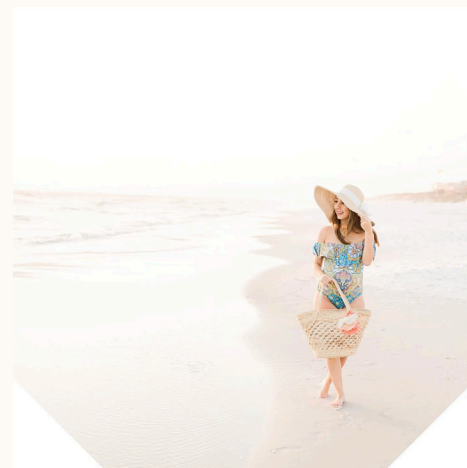
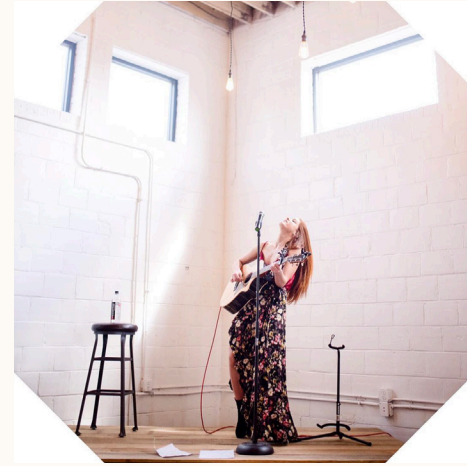
**2. *Trust the equipment you have.*** A lot of times new photographers go out there with the biggest, baddest equipment with all the bells and whistles to make it look like they are professionals. My advice is to trust equipment that you have first and get confident with it, make sure you know everything about it, all the ins and outs and how to achieve the look you want. That confidence makes you a professional. You could have the flashiest equipment but if you don't know the basics it's going to take you a lot longer to get where you want to go.

**3. *Continue to invest in your industry community, not just monetarily, or workshops, events or trips, but continue to invest in relationships that are right next to you.*** Get to know people on a deeper level. The people I worked with in the beginning, are now some of my closest friends. In successful seasons our businesses are working for us rather against us, and we champion each other forward.



# BEHIND THE SCENES

*with Katie Cathell*



Some of our favorite captures from Katie's Instagram feed! Stop by her page and give her some NAPCP love.





## CAMERA BODIES

Nikon D750

## LENSES

Sigma 35mm  
(favorite lens for bloggers)

Nikon 50mm  
(favorite lens for families and weddings)

Nikon 85mm

Nikon 24-70mm

## EXTRAS

Video Light

YoungNuo Speedlight

Think Tank Card Pouch

Think Tank Shapeshifter Bag

Mac Book Pro

Black Rapid Single Strap

# CAMERA BAG ESSENTIALS

*with Katie Cathell*



# Fine Art School Portraits

*Make Yourself More Marketable*

BY BETH ANN FRICKER

What do you remember about your own school pictures? Green screens, lasers and awkward smiles are etched in my memory. But what if yearly school pictures could be different and capture each child's personality? Instead of the fake smile - you know what I mean - this visual snapshot could capture their pure joy, or quietness or an expression that is truly them. Is that even possible in the short time you have with each kid? A few years ago, I started taking school portraits focusing on capturing children as they are - their happiness, gestures, silly faces, and expressions that are unique to each one. Parents and administrators were happy to have images where the children looked like themselves.







## *But, why school photography?*

### **DIVERSIFY YOUR BUSINESS**

There are a number of advantages to adding school photography to your repertoire. While I love newborn and family photography, school portraiture has helped me diversify and grow my business. In addition, as my children get older, I'm looking at more ways to work while they are in school and keep my weekends free, or as Dana Pugh called it "Tuesday Money." It has allowed me to work during the typical work week and scale back my weekend work. By having multiple streams of revenue, my income isn't entirely dependent on just family sessions.







## How can you get started?

It is important to have a portfolio to show prospective schools but after that getting in the door means being creative and persistent. If you have children, start with your own preschool or school and reach out to the decision makers. Sending emails or calling other schools might work but I've been most successful when parents bring material or prints to the director or manager and their school.

### SETTING YOURSELF UP FOR SUCCESS

While school portraits can be taken at any age, it is important to focus on an age group that you enjoy and work well with. For me, that is preschool aged children. If you see me work, it is evident that I enjoy it and it comes fairly naturally to me in this fast paced photography. Unlike family sessions where children have time to warm up to you, your time with each child is limited. I spend about 1-2 minutes with each child in an attempt to capture an image that looks and feels like them.

Understanding where kids are developmentally assists in helping them adjust to a stranger with a camera and a big light. It can be frightening for a 2 year old, so my interactions with a 2 year old is completely different than a 5 year old. With younger children, teachers usually bring out 3 kids and I have the bravest go first so that other children can see how much fun taking photos can be. They are used to adults asking them to smile but instead we sing songs and I change the words, or I have them jump around. My goal the entire time is to get a variety of expressions. For the older preschool kids, instead of asking them to say cheese I'll play a high five game with them, or ask them questions such as, "What is your favorite animal?" If the child says "dog" I'll say "dogs say meow" and the majority of the time I'll get a silly smile while they say "no." For older or preteen kids, I spend a few moments talking to them, and eventually ask them to jump or dance or do a silly task. They think it is absurd but it loosen them up and gets a genuine expression out of them. Most of us work with families so these interactions come easily to us.

For me, kids and movement are synonymous. While I do ask them to sit down at first I also have them stand, jump or dance. I capture the moment before or after they jump which is filled with either anticipation or joy.



## *Selling isn't evil.*

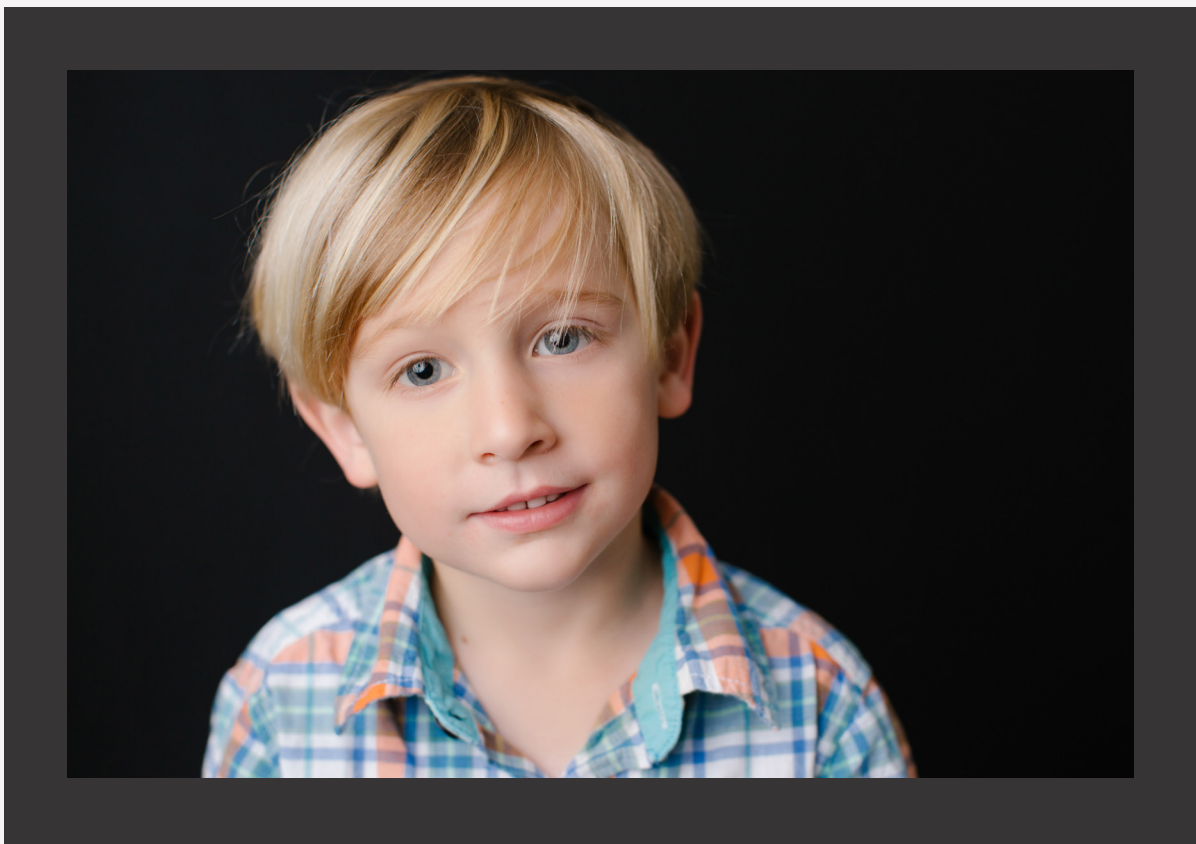
Selling is not something that comes naturally to me but since starting with school photography it is essential. I don't get paid unless families buy the digital or print photos. Working with a school is slightly different than when a family hires you. I try to work with schools whose educational philosophies tend to line up with my photography goals. But also it is important to note that I'm not guaranteed a sale. While I'm trying to document a child I also want the parent or guardian to make a purchase. Therefore, while interacting with the child I'm also thinking not only what connects to me creatively but also capturing a variety of expressions in a mixture of vertical, horizontal and full body images to increase a parent's likelihood to purchase the whole gallery.





## Keep the Workflow Moving

Finding a rhythm that works well for you is especially important to keep organized. If you are working with a school of 70 or more children, there is a lot to keep track of - who each child is, parent communication, orders, deliverables, etc. Streamlining this process keeps you profitable. In order to streamline my process, everything takes place online. There are a variety of programs, but I use Shootproof for my ordering system. Emails with gallery links are sent to parents. Purchases are made online and digital images are sent automatically while prints are delivered to the school. Deadlines are pre-established to keep everyone informed and the process moving.



My standard practice is to give myself three weeks to edit, one week for parents to order, and two weeks to deliver prints. Companies such as Miller's have a school photography ordering system which makes ordering print packages easy and seamless. When I first started out, I purchased Michelle L. Morris's Unpackaged Catalogue, which is packed full of information. The Facebook Group has been an invaluable resource to hear about different ordering systems, challenges that other photographers face, and ideas that have worked well.



## Natural Light vs Studio Light

Many people wonder if they need artificial light. The weather in New England is unpredictable and relying on natural light isn't possible. So, for me the answer is a definite yes. In addition, space comes at a premium near the city so being flexible with my setup is essential. Many of the schools I work with don't have a lot of extra space so I'm squeezed in where I can and a lighting system allows me to be flexible. The use of speed lights provides another advantage by speeding up my workflow and allowing for easier editing due to consistency in the unedited images.



### EQUIPMENT USED

Einstein Light

Light Modifier - PLM 64"

Trigger/Receiver

Backdrop Stand

Backdrop

Ikea Stool

Camera - Canon 5D Mark ii

Lens - 50 mm

Extra Memory Cards

Extra Batteries for my  
Camera and the Trigger



## Expanding Beyond Preschool Portraits

I started with preschools but once comfortable with the setup, it was easier for me to expand to schools with older students and dance schools, in my case. There is no reason the same system couldn't apply to group sports.

featured artist



***Beth Ann Fricker***

*Business:* Beth Ann Fricker Photography

*Website:* [bafphotography.com](http://bafphotography.com)

*Instagram:* @bethannfrickerphotography

MEMBER





# *Fill* THE *Frame*

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MARCH 2020





*Linda Gutierrez*

**Gear:**  
Nikon D750 | 35 mm

**Settings:**  
f2.8 | 1/200 | ISO 4000

**Business:**  
Little Snaps Photography

**Website:**  
[littlesnapsphotography.com](http://littlesnapsphotography.com)

**Instagram:**  
[@littlesnaps\\_photography](https://www.instagram.com/littlesnaps_photography)

*Audrey Blake Calvani*

With two older brothers, this adorable little girl has so much personality she wants to share at all times. Even while her mother fixed her pig tail she couldn’t take her eyes off the lens. She loved the spotlight and I am glad I caught this as it makes me smile every time I look at it.

————— ”

**Gear:**  
Canon EOS Mark IV | 35mm

**Settings:**  
f4 | 1/200 | ISO 1600

**Business:**  
Audrey Blake Photography LLC

**Website:**  
[audreyblakephotography.com](http://audreyblakephotography.com)

**Facebook:**  
[/audreyblakephotography](https://www.facebook.com/audreyblakephotography)

*Danielle Aube*

**Gear:**  
Canon 6D | 135mm

**Settings:**  
f2.8 | 1/320 | ISO 400

**Business:**  
Danielle Marie Photography

**Website:**  
[photosbydaniellemarie.com](http://photosbydaniellemarie.com)

**Facebook:**  
[/daniellemariephotographyct](https://www.facebook.com/daniellemariephotographyct)







## Edyta Grazman

### Gear:

Nikon D850 | 24-70 mm

### Settings:

f2.8 | 1/200 | ISO 200

### Business:

Edyta Grazman Photography

### Website:

[edytagrazman.com](http://edytagrazman.com)

### Instagram:

@edytagrazmanphotography



## Jennifer Kapala

### Gear:

Canon 5D Mark IV | 24-70 mm | Strobe Lighting

### Business:

Jennifer Kapala Photography

### Website:

[jenniferkapalaphotography.com](http://jenniferkapalaphotography.com)

### Instagram:

@jenniferkapala



## Katherine Jianas

The kids were all piled into this old blue truck and having so much fun. I wanted to capture the expressions of them pretending to drive a car.

”

### Gear:

Nikon D750 | 85mm

### Settings:

f.2.8 | 1/250 | ISO 1600

### Business:

Katherine Jianas Photography

### Website:

[katherinejianasphotography.com](http://katherinejianasphotography.com)

### Instagram:

@katherinejianas



*Erin Michalski*

**Gear:**  
Canon 6D | 50mm

**Settings:**  
f2.8 | 1/160 | ISO 160

**Business:**  
Erin Michalski Photographic Art

**Website:**  
[erinmichalski.com](http://erinmichalski.com)

**Facebook:**  
[/erinmichalski.photographic.art](https://www.facebook.com/erinmichalski.photographic.art)



*Lena Antaramian*

**Gear:**  
Canon Mark III | 85mm

**Settings:**  
f2.8 | 1/160 | ISO 2500

**Business:**  
Live Love Laugh Photos

**Website:**  
[livelovelaughphotos.com](http://livelovelaughphotos.com)

**Instagram:**  
[@livelovelaughphotosnj](https://www.instagram.com/livelovelaughphotosnj)



*Kristyn Miller*

**Gear:**  
Nikon D750 | 35 mm

**Settings:**  
f2.5 | ISO 800

**Business:**  
Kristyn Miller Photography, LLC

**Website:**  
[kristynmiller.com](http://kristynmiller.com)

**Instagram:**  
[@kristynmillerphotography](https://www.instagram.com/kristynmillerphotography)





*Iris Rocha*

*Gear:*  
Canon 5D Mark III | 24-70mm

*Settings:*  
1/160 | ISO 640

*Business:*  
Iris Rocha Photography

*Website:*  
[irisrocha.ca](http://irisrocha.ca)

*Instagram:*  
[@iris\\_rocha\\_photography](https://www.instagram.com/iris_rocha_photography)



*Katherine Millard*

*Business:*  
Nikon D4 | 35mm

*Settings:*  
f4 | 1/125 | ISO 1000

*Business Name:*  
[Katherine Millard Photography](http://Katherine Millard Photography)

*Website:*  
[katherinemillardphotography.com](http://katherinemillardphotography.com)

*Email:*  
[hello@katherinemillardphotography.com](mailto:hello@katherinemillardphotography.com)

*Instagram:*  
[@katherinemillardphotography](https://www.instagram.com/katherinemillardphotography)

*featured artist*

*Nicole Ratliff*

*Gear:*  
Canon 5D Miv | 24-70mm

*Settings:*  
f2.8 | 1/500 | ISO 2500

*Email:*  
[nmratliffnp@hotmail.com](mailto:nmratliffnp@hotmail.com)

*Business Name:*  
Nicole Ratliff Photography

*Website:*  
[nicoleratliffphotography.com](http://nicoleratliffphotography.com)

*Facebook:*  
[/NicoleRatliffPhotography](https://www.facebook.com/NicoleRatliffPhotography)





# INSPIRED

## OVERHEAD | MAY 2020

NAPCP's monthly Inspired themes celebrate outstanding images from members and non-members, on an ongoing basis. We can't wait to see your "overhead" images for our upcoming April issue. These monthly themes aim to give professional photographers ample opportunities to show off their work and have it published in print!

*Submissions Close May 1st*





# Master PHOTOGRAPHER

— CERTIFICATION —

THE NEXT STEP IN YOUR  
PHOTOGRAPHY JOURNEY

## THE REPUTATION & CREDIBILITY YOU DESIRE!

Want to increase your marketability to clients? NAPCP wants to help you get the reputation and credibility you need to book your calendar! Being rewarded with a Certificate of Mastery is the best way to celebrate longevity and skill in the child photography industry.

This is NOT a photo competition. Our Mastery program rewards our members by acknowledging their excellence in what they do. Portfolios are scored according to skill and likelihood that your clients will love what you create – not “best in show”. Apply now and get recognition from our organization, peers, clients, and the status elevation you’ve been looking for!

### PROGRAM DETAILS

Submit a portfolio of images for one of 5 categories. The objective is to demonstrate your skill and mastery as an artist who can shoot in a variety of different settings and situations, exhibiting mastery of the specific niche.

One of our reviewers will score your portfolio and you will be notified if you pass or fail. Upon passing your review, you will be rewarded with a NAPCP Certificate of Mastery in the category for which you applied. You will also receive a special emblem for use on your website and on social media, to help you promote your business to clients.



### MASTER CERTIFICATION FOR THE CHILD CATEGORY CLOSES MARCH 30TH!

For more details and information on how to apply for Master Certification, log in to your NAPCP account and click on the submission link under “resources”.



# START. STOP. CONTINUE.

*Words of Encouragement by NAPCP Ambassador Heather Crowder*

Where is your mind right now? Spinning? What if's? Juggling home-schooling your children, with keeping everyone fed, cleaning up after all of those meals (omg is it really time to eat AGAIN?), feeling worried, overwhelmed, and maybe a little terrified about when things will return to 'normal?' Busy season is looking pretty good about right now, isn't it?

We have a choice. You have a choice. You can let your mind run wild with fear, negative thoughts and panic, or you can put it to work for you. I know, I know – it's so easy to say one thing, but when the thoughts keep coming, it can be hard to control, and your brain just wants to 'go there'. So let it go... just give it a little direction.

Here's an exercise that can give your mind some structure (and a feeling of hope) so that when this time of 'pause' in

your business passes, and everyone starts to push the play button again, you'll have used this time as an opportunity.

If you're like me, I'm guessing that there are regularly things that happen in your business that show up on repeat. Some are positive, some are frustrations, and some are those bang-your-head-why-does-this-keep-happening kinds of things. YOU are the common denominator. The good, the bad, and the ugly.

Let your mind re-imagine your business. Close your eyes and let your mind wander. Start with positives. What would you love to START doing in your business? Is there a new type of client you'd like to start serving? Is there a new session type you'd love to offer. Is there something technical you'd like to learn, but never 'have time' to dive in? Is it time to

start using legit client management software? Do you want to start offering online scheduling? Have you often thought of shooting a new genre – newborns, headshots, school pictures, commercial work? Is there something missing in your client experience you'd like to initiate? Is there a personal project or non-profit you'd like to start supporting in a big (or small) way. Have you put your marketing ideas on paper and started implementing your NAPCP marketing calendar? Mmmhhmm – I just heard you. "How on earth can I implement a marketing calendar when I don't even know when I'm going to start shooting again or when clients will start calling..." Stop. You're right – you don't know. None of us do, but there will be a time when things return to a new normal. Just think of what it will be like if you've taken the time to reimagine your business for the better, instead of being focused on the roadblocks. This time right now can be a gift and an opportunity if you choose to see it that way.

Speaking of stop...what do you want to STOP in your business? This one may be a little tougher because we're all likely going to be so eager to kick things into gear that we'll have a sense of "I'll do anything" when business returns and we start shooting again. In a different time, stops may be things like shooting on the weekends, shooting a genre you don't love, etc. and I would write those things down for future planning as the ideas come. If it feels a little 'safer', think in terms of business practice here. Stop communicating entirely by email with clients and pick up the phone. Stop including too much in your lowest package. Stop communicating with clients 'round the clock' and set up office hours and stick to them.

What frustrates you about your business? There's likely something that comes up again and again that you'd like to change (and this one often means taking a hard look in the mirror). Many of the things we want to stop, are the product of our own habits and things we'd like to change in ourselves. Do you need to stop doing everything at the last minute? Should you stop working at all hours with no structure in your day? Maybe you want to stop jumping on social media

whenever you're feeling overwhelmed or don't want to start a task you're dreading. Whatever it is, don't oversimplify with just "I need to stop doing...". For this one, you're going to have to dig a little to get to the why of what's happening.

Time for the best part, but it's easy to skip past this part of the exercise. What do you want to continue doing in your re-imagined business? This is all about your strengths, what you enjoy most, and perhaps, some boxes you can consider checked in your overall process of doing things. Continue delivering an amazing client experience. Continue outsourcing that thing that you hate to do (this is a place where you might be tempted to 'save money' by bringing it back in house, but believe me, you overcame something to outsource it in the first place, so leave it there). Continue creating beautiful photographs in the style you've become known for. Continue working with a non-profit that you love to support. Continue offering the unique style of mini-session that fills your heart (and is wildly successful). Continue your uber efficient work-flow that you've perfected over the years. These can feel easy, or unnecessary but don't skip this part. This is the 'feel good' that you not only need right now, but also deserve to relish in. You built a business. A BUSINESS. Your blood, sweat, tears, energy, money, etc. have all gone into that business so let the words and wins flow.

Don't be tempted to let that need-to-be-perfect brain of yours feel all overwhelmed and shut down. This exercise isn't a business plan – it's a brain storming session. Start with 3 things in each section and see where your mind goes. Give yourself a few minutes, grab a notebook, and start writing...

What would I love to START doing in my business?

What should I STOP doing in my business?

What will I CONTINUE doing in my business?

**Heather Crowder**

*Heather Crowder Photography*





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*Photo by 2020 NAPCP Ambassador, Amy Law of Little Stories - The Moment by Amy*

**EXPOSURE**

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform through which they can share their knowledge and work with the world!

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For more information, please contact us at: *[info@napcp.com](mailto:info@napcp.com)*

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