



PhotoCoach
INTERNATIONAL INC
photocoach.com

Question: What is your real purpose in life?

While answering, take note: taking photographs is not a purpose. It is an activity within a purpose.

The difference between a Mission and a Vision.

- A **mission** is the direction and the meaning you want to give to your life. It's also the purpose of being in business, of performing photographic art.
- A **vision** is a description of the steps to be taken to make sure your mission is fulfilled.

Not many people ever **take the time** to sit down before getting into business to reflect on drafting a mission and a vision statement. It's like leaving on a holiday without a road map.

Why?

It's sometimes hard to know the difference between each term. Once we know what each means, it becomes a lot easier to outline them with a fair degree of precision.

Certainly, you can describe your **passion** for photography as your **burning desire**, your major definite purpose and it would be perfectly OK if you were an employee and offering the best of your knowledge to your employer. However, more than **70%** of the practicing photographers are self employed; therefore they are wearing two hats: **Being a photographer and an entrepreneur.**

Which one feels more **comfortable** to you?

When you decide to become a photographer, the first thought goes towards getting the **best technical training**. I am no exception: The business aspect, well, I winged it for a couple of disastrous years.

Why are you in photography? You've already answered this question. Right!

If your answer relates to **your passion**, the need to show your art or anything relating to you, may I suggest that you may be **off course**?

Remember: the **client does not care** one iota about your need to perform photography. All he cares about is **what's in it for him.**

"We do not sell photography; we sell what photography brings to people"

So, what will your photography bring as an **emotional value**, a business solution, a benefit to your clients? This is what your mission should relate to.

- How will **your craftsmanship** change the world of today and tomorrow?
- How will your contribution help **humanity**?

Not an easy task to perform I agree, but a crucial one. It is your responsibility to understand and live by your purpose.

Click on **Planning your Career** and start planning your successful photography career.

© 2012 PhotoCoach International inc.