

# *Get The Picture*

# Mentoring

A personalized & creative  
photography learning experience



*with Certified Professional Photographer Cheryl Kaiser*

 **Cheryl Kaiser**  
*photographer, mentor, speaker*

570-282-4090  
[www.CherylKaiser.com](http://www.CherylKaiser.com)

**CERTIFIED**  
PROFESSIONAL PHOTOGRAPHER

*Be Seen. Shine On.*



# Personal Photography Mentoring

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*photographer, mentor, speaker*

***I'm so glad you are here!***

**Some background you should know...**

Learning is a such a personal experience and while classes and workshops are fun, they never seem to be at a convenient time for everyone. Even when you can attend, there is always something more you wanted to ask or maybe you are more advanced than others in attendance and left unfulfilled. If you are like me, learning in a one-on-one, hands-on scenario is the most effective way to learn AND use your new skills.

So I'm glad you are here reading this.

You get 100% of my knowledge which began in high school classes, fueled by reading magazines and books, mastered with a Bachelor of Fine Arts Degree in Photography, followed by thousands of hours of continuing education, being professionally coached and 25+ years of professional working experience!

Teaching what I have spent my life learning is a way I can give back. It's simple...I love photography. It has been a part of my life since I was in grade school (that's a REALLY long time!) and I've had a passion and drive to learn everything I can since I first picked up a camera. As I reflect, I realize I am happiest when I'm sharing with people and building relationships. I adore creating images but there is something fulfilling by teaching others. I led my first class at the age of 15 and I have been facilitating a variety of adult classes ever since.

My passion for photography is infused in my DNA (well, it's never actually been tested but I'm guessing there is a strand of "Canon" in mine!).

I become fired up preparing each person's mentoring session, and as your passion and skill sets grow I learn from you by witnessing the way you see and interpret everything around you. But most importantly...WE HAVE FUN...

I invite you to browse through this program guide. I'm sure you will find areas that would interest you - it can be any topic regardless of your level of expertise.

Give me a call or email me and we can plan a curriculum for you that will bring your photography to a whole new, fresh level!

*Be Seen - Shine On*

*Cheryl*

**Cheryl Kaiser**

Certified Professional Photographer

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## **Individualized Mentoring Sessions FAQ**

**N**o matter your level of photography, we love to work with people who have the interest and motivation to improve and grow in their photographic skills. All we require is to have a commitment to learning.

**“Who will you coach?”** We cater to people from all different phases of life, ages and interests.

**“What do you offer?”** The scope of our Mentoring can be as simple as a 15 minute on-line meeting or phone call that will answer questions and offer ideas to a hands-on, two hour learning package that begins with an introductory call to begin to develop a personal learning plan.

**“Can I learn about anything?”** Mentoring can cover any topics important to you. They may include how to use a digital camera, working with digital files, taking better family and sports pics, vacation and children’s photos, help with a personal photographic project, simple tips and techniques from a professional level, lighting or just help understanding what equipment would be right for you.

**“What’s an Individual Mentoring Plan?”** We will work with you to develop a fully structured course around your specific interests, based on your skill level, pace you want to work at and your learning style. It can be based on what photographic genre you want to learn as well. Portraiture, landscape or sports are just a few topic ideas.

**“What about my friends?”** We can incorporate a spouse or friend into the same Mentoring session or perhaps you’d like to host a workshop for your friends who want to learn about a specific topic and want to learn together.

**“What about after the Mentoring session?”** Anyone who works with us through private Mentoring is encouraged to stay in touch in between Mentoring sessions with our email support to ask brief questions, and will be invited to participate in our [Private Mentoring Forum](#) on Facebook. This is a great place to review work and share ideas with others who have been in our Mentoring program.

**“What if I have other questions before I decide?”** I am happy to speak with you and answer any questions you may have. Call 570-282-4090.



  
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# “What can I learn?”

Here are just some of the popular topics or ask about a customized curriculum based on YOUR interest!

## Topics For the Hobbyist & Pro

Making Sense of my DSLR  
Mastering my DSLR Camera  
Making Sense of my Point & Shoot Camera  
Mastering my Point and Shoot Camera  
Smartphone Photography  
Seeing & understanding Light  
“I took my photos, now what?”  
Take Better Photos  
Taking Better Family Photos  
Photographing People  
Photographing Children and Babies  
Social Media & Email photography

Getting Creative – Composition and Vision  
Basic Photoshop  
Flower Photography  
Black and White Photography  
Basic Landscape Photography  
Master Landscapes  
Travel Photography  
Sports Photography  
Still Life Photography  
Photography for Web Sales  
Better Blog Photography  
**...and more!**

## For the Professional and Aspiring Photographer

Photography Business Basics  
Natural, Flattering Posing  
Studio or Outdoor Lighting  
Setting up your studio  
Marketing to your ideal client  
Helping your client with just the right finished art  
Offering products your clients will love

*Ask about a customized program based on YOUR business goals!*



## For the Small Business Owner & Organizations

Photography for Web Sales  
Better Blog Photography  
Visually Marketing your business or event  
Press Release Photography  
Social Media Photography

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# Hands-on Mentoring

## Single session

### **Get the Picture Mentoring Session**

A 30 minute discovery call

*(This call is to get acquainted and discuss what you would like to learn)*

A 2 hour hands-on learning session for one person

A 30 minute follow-up critique of 3 of your images

Special project "homework" to build your confidence in your new skills

#### **PLUS:**

Resources to reinforce our session

10 days of email support

An Invitation to join our private Facebook community

**\$450** (a \$550 value)

## Design a curriculum

### **Three Month Mentoring Program**

*Designed to help you reach new levels in your photography over a 3 month period.*

**3 - Get the Picture Mentoring Sessions** on any three topics

*(or master one or two topics!)*

30 days of email support

**\$1200** (a \$1650 value)

### **Six Month Master Mentoring Program**

*Designed to help you master your photography over a 6 month period.*

**6 - Get the Picture Mentoring Sessions** on any six topics

*(or master one or two topics!)*

30 days of email support

**PLUS** - Two specialized locations for advanced learning

**\$2200** (a \$3500 value)

## Add-ons

**Add a friend** \$200 per single session  
*(this will add 2 images and the Facebook group to the package!)*

**Additional "hands-on" time, same day** \$75/hour

**Additional "hands-on" time, different day**  
\$125 first hour, \$75 additional *(same topic)*

**Add images to your critique** \$15 each image

**Hands-on sessions** are at a designated location in the Clarks Summit, Pa. area, otherwise via Skype.

**Specialized locations or travel** - custom quoted.

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# Photo Mentoring 411

Here is a fun option when you just need some quick help without the full Mentoring session.

Sometimes we all just need to bounce an idea around or to solve a specific problem, or you just need the help and opinion of a professional. Our Photo 411 Calls will give you the opportunity to talk to Cheryl who can quickly provide you with the answers or direction of what is on your mind. Give us a call 570-282-4090 or email at CherylTKaiser@yahoo.com to set up a convenient time to chat.

## USE YOUR PHOTO 411 Call to :

- What camera to buy
- Set up your new camera
- Get tips and ideas before your vacation
- Receive feedback and critiques on your photos
- Remind yourself what you learned in previous Mentoring sessions
- Take short lessons on specific principles, such as exposure or composition
- Get trusted advice on what camera or lens to buy next.



## Each PHOTO 411 CALL offers you:

Personalized support from Cheryl

Explanations in simple, easy-to-understand language

Follow-up resources and articles to reinforce our call

- **15-ish minute call \$25**
- **30-ish minute call \$50**
- **1 Hour-ish call \$90**

*Make your lesson in-person locally - add \$50 to your time length*



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## *The stuff we have to tell you...*

### Mentoring Sessions -

We are happy to reschedule your session due to weather if it impacts your topic.

Single Mentoring Sessions are reserved with a 50% deposit, the balance due one week prior to the session.

3 & 6 Month Mentoring curriculums - Deposit of 25% at time of booking payment plans through PayPal.

Payment may be made by mailing a Check; online via Paypal; Cash, or credit card in person.

Gift Certificates - available.

Cancellations, Delays & Refunds – No refunds will be given for delays or cancellations due to inclement weather, flights, or other events beyond our control, either before, during, or after your session. We are not responsible for any additional costs you may incur due to delays or cancellations. Cancellations made 30 days or more before the scheduled session date will receive a refund less a \$25 processing fee or we will credit the full amount toward a future session. Credits must be used within 1 year of the cancellation date. Any price differences during that time period will apply and you will be required to pay the difference.

### Photo 411

You may purchase your calls ahead of time on-line or in person.

*I am so excited to help you take your photography to new levels!*

*Cheryl*



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