

ASPIRE

the MENTORSHIP FOR ASPIRING PHOTOGRAPHERS

MACKENZIE WRAY

PHOTOGRAPHY



MEET KENZIE

Welcome friend! I am so excited you are considering my Aspire Mentorship Program! I will never forget the first photographer who invested in me back in 2009. She took one hour out of her day to sit down and show me the basics of photography, and it spurred me on to learn even more! I eventually went on to get my bachelor's degree in Studio Art with a focus in photography. Even though that photographer did one small act of kindness, I will never forget how she genuinely cared about seeing me thrive! Life is so much better when we invest in each other, which is why I am so passionate about pouring into other photographers.





EDUCATION

why it matters

If you are serious about becoming a full-time professional photographer, then you are in the perfect headspace!

My dad always used to tell me, “You have to invest in your business before it invests in you!”

It was a gamechanging statement for me. I realized I could never see growth unless I was growing and that is when I whole heartedly sought out education!

Posing: You may enter into a session and have all the expensive equipment and a fun personality, but you must have a posing game plan! This course gives you practical tips to make you AND your couple comfortable posing.

Lighting: Do you ever walk into a session with the location, cutest outfits and beautiful couple, but the lighting is a nightmare? Know what to do in every lighting situation after taking this course!

Camera Settings: Whether you have been shooting in manual settings for years or you are just starting, learn about your camera inside and out to truly use it to its fullest capacity!

Editing: If you look at your instagram feed, does it look like the same photographer took every photo? Learn consistent editing tips with this course!

COURSE

offerings





Website: Your website is such a crucial part of booking clients. Some photographers need advice and help building theirs, while others just need help refining. This course will offer guidance for a full revamping of your site.

Pricing: Pricing is such an interesting topic because there is such thing as over + under pricing! Based off your work and your quality, this course provides specific guidance on what you should be charging.

Gear: What gear should I buy next? What important equipment is missing from my bag for me to reach my goals? This course offers educated guidance on the MUST HAVES!

Branding/Marketing: Do you have a hard time finding your look, your style, your voice? Sometimes it just takes fresh eyes. This course will leave you with sure direction for strategic marketing and branding!

C O U R S E

offerings

EXPECTATION

the full package

Congratulations! You have decided to take the next big step in furthering your education as a professional photographer! I love meeting aspiring artist who have the drive to learn, they just need a friend to come alongside and invest in them. This course is for beginners as well as seasoned photographers who want to take the next step into full time photography!! This mentorship is created to be personally interactive and crafted to your specified needs as a photographer. You have two mentorship opportunities to choose from:

BUILD YOUR OWN

- Gain access to specific courses
- Each course is \$150
- One-on-one Q&A \$150
- In-person guided styled shoot \$150
- Headshot Session \$200

THE FULL PACKAGE

- 6 week personal mentorship
- Pick five of the course topics
- In-person guided styled shoot
- One-on-one Q&A (1 hour)
- One Professional Headshot Session
- Total Investment: \$700

You may be brand new to photography and this all seems daunting, but with the right education, this business will quickly return ten fold. I cannot wait to walk with you on your photography journey! Are you ready to take that first step?! Please reach out with any questions you have about the program. I cannot wait to hear from you soon!!

