

## STOP ALL THE DOING AND FOCUS ON YOUR BEING!

I'm entering my 35th year (yes I know that's totally crazy) as a consultant to commercial photographers. While my knowledge has continually developed and expanded as our industry has shifted, the most important piece of information I can share with you, has remained the same.

Talent alone is not enough. It doesn't matter how much money you have to set up your business, build your portfolio and market your work. AND Location, Location, Location, is not the ticket.

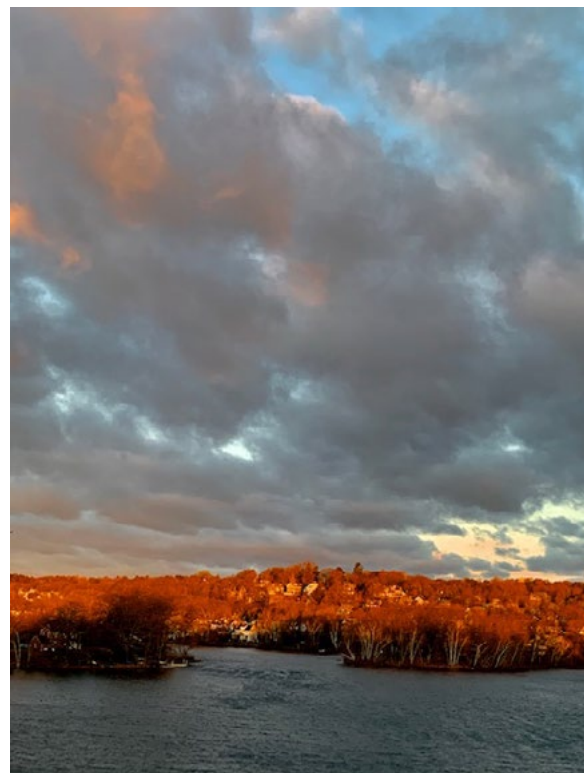
The key defining factor that will determine whether or not you and your business are successful, is how you "Be" as you walk through your world.

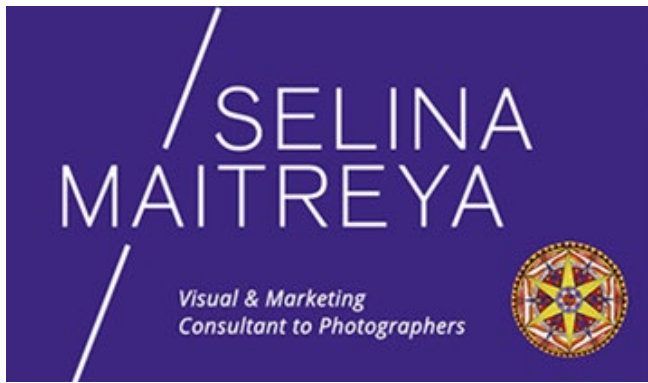
Kindness, positivity, generosity, compassion and PATIENCE are the states you want to get comfortable with.

These are the *tools* that you need to embrace, in order for your life in photography to be a win.

You may know that I've been a spiritual teacher for many years. When I wrote my last book for photographers, I wanted to bring both my knowledge as a consultant and as a spiritual teacher to my Tribe.

I chose to write a book on how to have a successful life in photography. *How To Succeed In Commercial Photography: **Insights** From a Leading Consultant*, was born.

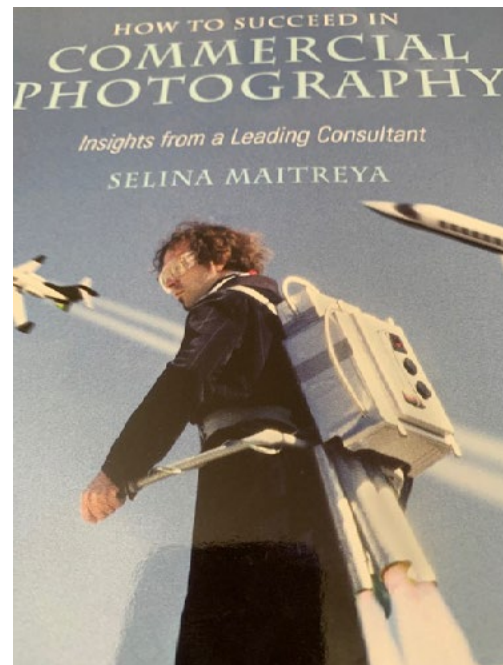




It's a series of essays broken into chapters that speak to **Vision, Value, Team, Tools, Persistence and Faith**. The only poor review I got on Amazon was from a photographer who complained that it was not a 'how-to' do book.

What a shame that he missed the whole purpose of the book. For each of the aspects highlighted were critically important to building not only a successful business, but a successful life.

The book was a best seller in its category on Amazon and I received letters from people all over the world thanking me for writing a book that spoke to their hearts as well as their brain.



I'm sharing this information with you now, for as we move out of the year of COVID we have, each and every one of us, a unique opportunity to take inventory of how we move through the world.

This is the time to shift and become better people.





So where are you?  
What aspect do you need to focus on?  
Are you patient?  
Can you wait the months needed in order for your marketing plan to deliver?  
Are you kind to you?  
Do you give yourself grace when you make a mistake?  
Are you able to remain positive in the face of adversity?

In all my years as a consultant, there were only a few photographers that I chose not to work with.

Each photographer was so grounded in negativity and I knew that no matter what I did to help them they would not succeed, as they chose to move in the frequency of lack. They all repeated the same rhetoric: "The business was not what it was years ago, clients were too young and they wanted a lot more these days for a lot less money."

I get that being a freelance photographer is not an easy ride. I know we've had a hell of a year moving through Covid. We've lost loved ones and possibilities. But we always have choice.

Choice as to how we choose to respond to any aspect of our life.

I recently came across a quote from the musician Jon Batiste, he said:  
*"Above all difficulty is purpose."*

That describes our year of Covid.  
We were stopped globally. For some, lives were completely altered, for others uncertainty was a daily routine.

But there was purpose as well.  
We were given a universal pause, an opportunity if you will to observe, reflect and to shift that within us, which does not serve.

So take a moment, take several and ask yourself: What part of how I be can I transform, as I walk through the world, in order to draw to me the goodness that I deserve?

Can I lose my negativity?  
Shall I give up my whining and moaning?  
Do I need to practice being more patient?



When you come up with the answer, get to work.

If you need guidance, find a therapist, find a coach. If you'd like help and support from a kind guide, who happens to know our business :) feel free reach out to me at: [selina@selinamaitreya.com](mailto:selina@selinamaitreya.com).

We'll set up a time to talk (no fee). I can tell you about the work I do, that many other photographers have found helpful and you can decide if my spiritual coaching is right for you.

Whatever step you choose to take, do so now!  
I'm reminded of the quote I started my book with:

*"Whatever you can do or dream you can, begin it. Boldness has genius power and magic in it!"*

In Grace  
With Gratitude  
Selina