

PHOTOGRAPHY

mentoring guide

1:1 MENTORING
FOR
PHOTOGRAPHERS
READY TO
ELEVATE THEIR
CRAFT AND THEIR
BUSINESS



VISIONS BY HEATHER

Hi there!

I'M SO GLAD YOU'RE HERE!

After 18 years of photographing thousands of clients, building a boutique portrait brand from the ground up, and now teaching on a national level, I've come to realize this: photography is more than just a passion. It's a business that requires clarity, confidence, and heart.

That's why I offer a limited number of 1:1 mentoring experiences each year for photographers who are ready to do more than dabble. This is not a course. It's not generic advice. It's an immersive, personalized experience tailored to your exact goals. Whether that's refining your pricing, creating a more cohesive client experience, or developing your signature style.

Let's build something real, together.



LET'S GET IN TOUCH

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Built for More

YOU'VE GOT THE TALENT...

Now it's time to back it up with strategy, structure, and confidence. You've been building something good. You're booking clients, putting in the work, and refining your craft but deep down, you know there's more possible. More clarity. More consistency. More income. More ease.

YOU'RE A GOOD FIT IF:

- You have an established business but feel stuck or inconsistent
- You've underpriced yourself and want a confident, profitable model
- You're booking clients but feel disorganized behind the scenes
- You want to refine your editing, lighting, and brand style
- You're ready to elevate the experience for your clients — and yourself



This mentorship is for photographers ready to move beyond burnout and guesswork — and finally build a business that reflects the quality of their work. It's not for hobbyists or shortcut-seekers. It's for creatives ready to grow something meaningful and profitable.

Mentoring Options

TAILORED OPTIONS TO SUPPORT YOUR NEXT RIGHT STEP



The Mentorship

A fully customized experience designed to strengthen both the creative and business sides of your work.

Includes:

- 4 hours of business & creative consultation
- 1 hour shadowing me at a live session
- 1 hour of guided shooting where I coach you
- 2 hours of hands-on editing, workflow, and consistency review

You'll walk away with actionable strategies, confidence, and a clear direction tailored to your business.

2495



Strategy Call

A 60-minute Zoom session focused on identifying what's holding you back and creating a plan to move forward with clarity.

Includes:

- Pre-call questionnaire
- Session recording
- Personalized action plan

BONUS

If you book the full mentorship within 7 days, this fee is applied to the full program.

495

Inside the Mentorship

WHAT WE CAN COVER

Every mentorship is fully personalized to your needs, goals, and challenges. We'll dig into the parts of your business that need clarity, structure, or a fresh perspective — together.

WHAT WE MIGHT EXPLORE:

- Setting up a business legally and profitably
- Building confidence behind the lens — and behind the business
- Software, workflows, and booking systems
- Exposure, natural light, off camera lighting and editing consistently
- Developing a recognizable, magnetic style
- Social media presence and marketing with meaning
- Pricing structure & client experience



*Every mentorship is tailored. You bring the questions.
I bring 18 years of answers.*

About Me



I'm a portrait photographer based in Appomattox, Virginia. I've built a high-end senior and portrait photography brand serving clients who want more than just digital files — they want a meaningful experience and lasting images.

I'm also a wife, mom of two grown boys, and someone who believes deeply in building a business that honors your gifts and your life. I love encouraging photographers to stop playing small and start creating work and experiences they're proud of.

A handwritten signature in a light blue-grey color, consisting of a stylized 'H' followed by a cursive 'e'.

Next Steps:

- Ready to start? Just let me know and we'll jump right in!
- Want to chat first? Not quite sure? Let's schedule a discovery call

I'm happy to help you decide what's right for you.

I'D LOVE TO HEAR FROM YOU!

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