



[Magic Hour | Ep 6 | Maxine Bulloch](#)

Hey, it's the Magic Hour and I'm Hope. Today I'm joined by Maxine Bock and I'm so excited for her to tell you all about everything. Maxine is a photographer based here in Vancouver, and her mission is to support heart-centered entrepreneurs and aligning with their visuals and their values, bringing all that magic together and making something really beautiful.

Hi, Maxine. Hey. It's going really well. It's so hot here, I am loving the sunshine. So feeling good. Good. You're a sunshine gal. Hey. Yes. I love that most DEF and Vancouver is the perfect place to be, of course, with all of the beautiful beaches and trees and wonderful stuff. Yes. The summer has been very beautiful.

So hot, so much sunshine. It feels like the summer has gone on for half the year so far. We've still got you think six weeks to go. Yeah. It feels like it's been endless. This great. I want your life like, but maybe I am looking at it with the wrong perspective.

I tell everyone about you. I know lots, but they need to know how magical you are. Tell us a bit about yourself.

Oh yeah. Thank you for having me. I'm excited to be here. Yes. My name is Maxine. I have a photography business. Uh, here in Vancouver, I've been living in Vancouver for eight years and I moved from the uk.

I've been running my photography business for around about five years, and I work with small heart-centered businesses to create professional, consistent, and aligned images that are created with their goals in mind and can really support their mission to help them feel confident and share themselves and the stories and the wonderful work that they're doing.

When did we first meet?

We met when I worked at Capano University, I think we did. Yes. Yes. That was the drive through convocation. Right. So that was during Covid. There was a drive through graduation ceremony and it was amazing. And that was the first time we connected. That was the coolest thing. I think it was the only one in bc I'm pretty sure.

It was really special, yeah. For people to have a convocation and have a moment during that. Yeah. Very, very strange, but they really did. You really did an amazing job in creating such a special event for students. It was definitely unique. It was awesome. It was, absolutely, yeah. And your photos of course, were amazing.

I think the one I loved the most was these. Three graduates who were sitting in the back of a moving truck because they wanted something very eccentric to be in for their graduation. Yeah. And they're just been sitting in this open ended moving truck with just hanging out. Yeah, there was a lot of cool things.

At one point, I remember the sky opened and it. Rained down so hard for about 10 minutes. It was funny. I put everything over my head and was running around to the front and, and still trying to get pictures and yeah, everyone was honking their horns and it was a lot of good energy. It was great. Yeah. Oh, I'm getting like shivers around that time.

It was so nice. Yeah. Let's dive in a little bit. I would love to know where did your love of photography come from?

Yes. So I was inspired by a friend, um, when I was at university who was a photographer, and it was the first time I'd really heard someone talk about why they took a first certain photo and analyze it and go through it to really nitpick it, and he'd share kind of why he created that frame.

And then he'd share about how he created a little challenges for himself. So, for example, he'd go out and do a project one day and only take a really long lens. So his challenge to himself was, let's create this one project where photos can either, They have to be taken with a super zoomed in lens.

And I thought that was so cool. The analytical side of photography, and this was before phones with cameras, before like very accessible cameras. It was very little like point and shooty Yes. Style cameras. Mm-hmm. So, So, yeah, I really got inspired by his process of taking photos and then I ended up buying my own digital camera and I, uh, volunteered at a local magazine where I was living at the time in Brighton, in the uk.

And it was an events magazine and it meant I got to attend loads of free events. Or events for free to photograph for the magazine. So I'd get to go to all these types of events from kind of Brazilian street carnivals, music festivals, teddy bear, making competitions, veggie expos, tattoo conventions, and it was so much fun.

I really loved dropping in on conversations with people and I did find that my camera was and is kind of a permission slip for doing that. And definitely kind of along the process made me really comfortable with talking to strangers from nowhere and, and, uh, just learning a little bit about them and then dropping out and then moving to the next group of people and, and just really, you know, it's so wonderful to be able to have that opportunity to drop into someone's life, even just for, you know, 20 seconds. Yeah. Um, so that's kind of where it all started. The wonderful and wild and weird events of Brighton.

Oh, how fun. Yeah. Follow up question. Do you feel like your camera brought this personality out of you, that you felt like you could drop in and out or were you like already very comfortable and extroverted prior to holding a camera?

I am definitely not an extrovert. I feel like the camera gave me more confidence. I think I was somewhat comfortable talking to strangers, but still had a bit of a wall there. So yeah, it definitely gave me that extra push and reason to be there in that group of people.

Mm-hmm. It's like a little, a little magical magic wand.

Yes, absolutely. Just touched for a moment. Absolutely. And of course, seeing you in events nowadays, I mean, you're amazing and you thrive so well, so you've come so far, it's so wonderful.

I do, yeah. I do love events. They're, they're just got such great energy, so always enjoy shooting events.

Super cool. What is your favorite part about being a photographer?

My favorite part about being a photographer. So I think two separate answers. So the first one about being a photographer. The process of being in that flow state and really just being so present with what is in front of me so that on the photographer side, and then also the honor and joy and privilege of working with all these different types of businesses in different industries is really special to learn how they operate and how they are who they are, and then work with them to co-create those images.

Mm-hmm. And then what I love about the photography business side of things is, um, I really love the the pre-shoot planning phase. And really just creating those shoots of intentions. So it is a very, obviously shooting itself is a creative process and lots of stuff does come up in that. But I love setting the groundwork of intention so that we know, you know, we're definitely gonna be getting these images for your brand.

They're gonna be used for this marketing campaign or this part of your website. So it is the balance of, I think, creativity and then strategy. And getting to co-create that with the brands and, and, uh, the people behind the brands as well. Everything you're saying I feel like is on my wave blank. I'm like, yes, yes, yes, yes.

I love how much you love the intentional side of business and really like honing in, kicking a minute. Looking at the full picture, you could just just show up with a camera and just start taking pictures. But you have a certain like protocol of doing this, and I think that's really amazing. And also, of course creates incredible outcomes for everybody.

Yeah, thank you. It's definitely been a process of slowing down and just, you know, not feeling like I need to shoot every single second. Mm-hmm. And thinking, why, why are we taking this shot? Is it gonna be. Helpful shot or is it just another a shot? You know, because it could be a red flag to have 2000 photos, right?

Like you don't need 2000.

Exactly. A whole really good ones, potentially. Yeah, exactly. Yeah.

I would love to know a little bit more about the flow state that you mentioned. I think that creativity and flow just go together so well, and it's kind of hard to tap into how do you find yourself in those present moments and really settle into it.

Hmm. I mean, I think just simply having a device, my camera in my hand or my hands means I. You can't pick up other devices, right? Mm-hmm. So you have these and you're truly, this is what you're doing. You're creating these moments, the flow state, I think speaking to, let's say event photography, there's always stuff that's, that's happening around that.

And I think the flow state for me, really happens when I have chosen something to focus on. And then I'm there maybe for a few minutes. Mm-hmm. Looking for the, the good, the good shot. So I'm just waiting for it to happen. So sometimes I even catch myself not breathing 'cause I'm holding my breath and I'm waiting for this

moment to happen or this person to move their arm in a certain way or tilt their head in a certain direction.

And I'm just waiting for that. So there's just that in my head right then. And I'm sure when people get into that special flow, state time passes. Nothing. Mm-hmm. It just suddenly two hours have gone by and just being fully present and trying to capture that, those frames that happen mm-hmm. Is, is, uh, is amazing.

And it just is when I pick my camera up, then it just, it starts, it turns on. Oh my goodness. That's it. Turns on it. Switches button. Yeah. There's a button.

I'm jealous that you have a button. I would like one of those. Yeah. Do you have a flow state area where you suddenly just switch off and you are really truly there?

That's a great question. I think I am working to achieve that. I'm trying to find that on a daily basis of being just like in the groove. I'm ready to go. I'm very focused, but yeah, my brain moves around way too much. I am bouncing around and maybe doing five things at one time, so maybe that's a little bit of something there, but I would I hear you.

I would love to just be like one thing, feeling so good about it, completing it, being done. Yeah. Yeah. The dream. Yeah, the dream. I hear you big time. I know there's lots of really wonderful things about being a photographer, but is there anything that is like really challenging that you encounter? I'd say one challenging thing is when I'm working with larger groups of people on maybe branding shoots, whether it was more than one person, a group of people, balancing the different energies in the room is, is a challenge and it's not a bad challenge.

It's an interesting challenge and I have to keep picking myself up and. You know, settling my myself down and what are we trying to create and just focusing on that rather than worrying about people's different energy levels and just really focusing on the end result. Rather than feeling like I need to cater to every person and tend to every person, which I definitely do, but I try and pivot my mind to think more of what is the end photo that we wanna get and how can we get there rather than really worrying.

I. Is happening over here. This is happening over here. This is happening over here. Does that make sense? No, that makes sense. I mean, there must be some element, especially like in a scenario I'm sure with like 10 people will need all their photos taken where you have to be a people manager. I can picture that.

Mm-hmm. And of course, all of these energies are doing their own thing. And then just trying to settle in and find the ultimate goal and stay true to that. That sounds actually very difficult. Instead of just like adjusting and ebbing and flowing to what other people are doing. Yeah, it's a fun challenge and every time that happens I'm like, okay, great.

I get to practice this, this muscle again. Ah, yeah. But that's, uh, yeah, I'd say that was a challenge. And then with the photography business side of things, I think where, what I do find challenging is wearing. A lot of the hats of the business. Mm-hmm. So, you know, tasks I don't enjoy and I'm not good at, I really am challenged by that.

For example, copywriting is a big challenge of mine and, you know, that's something I really struggle with. So having to, having to, or not having to, just, just wearing all those hats and figuring it out. But I'm sure many people listening to this podcast can relate as they are standing. Definitely. For sure.

And there's always Yes. Wardrobe of hats that one could put on. Yes. Yeah. Yes. Tell me all your solutions. I would love to know people's solutions. How do they balance all these, all these balls in the air? Yeah, all hats. Yeah, definitely. There's many hats and. Yeah. I dunno. If you find that creating your schedule, for example, is it something that you find how you organize yourself changes from month to month because you find more optimal ways of working or, or you just tweaking your, tweaking your systems or tasks, how you do things?

Or are you pretty steady with how you organize your days? Yeah, I think I'm pretty steady with how I organize my days. If something drastic changes, that's where I'm taking a step back for myself. Hmm. Maybe like I wanna spend time with my partner for an afternoon, so I'm not online when I said I would be, but I'm, I think I'm at a point where I'm tweaking more, so I feel like it's, it's pretty stable.

It's, it's pretty good. Things are not on fire all the time, and so I'm just kind of, Trying to find the sweet spot and listen to the whole team and communicating as much as I can and giving space for people to do their own creative vibes and just check in as needed. Yeah. Oh, that's great. Yeah. Yeah. You sound, you sound like you've got a handle on things.

That's awesome. I'm trying saying that and I'm like, oh, do I, do I handle on things? Yeah, definitely. Sounds like it. Yeah. Thank you. I would love to touch on, I, I think there are many different kinds of photographers and or photography services, let's say, as a business, and there are many that you offer.

Would you like to talk about, like talk what your practice is mostly about? Yeah, for sure. So I have four main offerings. So I have one-off branding photography, which is, there's one-off sessions with different times that we spend taking the photos. That's for small businesses, freelancers, entrepreneurs, who.

Would like to create a library of images for their brand to bring their brand to life and use across their websites, their socials and upcoming marketing campaigns that they might have. So the one-off branding photography that's done in the course of one day or less. And then I have subscription photography, so that's four different branding shoots across the year.

Same idea. We're creating a big image library for brands so that they can have. The image that they need at the tip of their finger whenever they need to pull it out for themselves. Mm-hmm. And the brands might have subscription photography, if they have seasonal offerings that they, they're pulling out at different times of the year, or if they're bringing on board new team members, or if they do community spotlights, for example, if, you know, having fresh and up-to-date images every quarter to showcase their business.

Their offerings and really bring out the character of their brand across the whole year. So that's the other branding offering. I also do business portraits, so people who are looking for up to date and aligned images of themselves for their online profiles. You know, LinkedIn, Facebook, Instagram, all the good stuff.

Podcast interviews. Yes. Uh, panel being on panels, you know, really showcasing their personality. Um, and then I do event photography, which I spoke about at the beginning. Very cool. So those are, those are the full main services that I offer. Love it. Yeah. How do you think professional photos elevate someone's brand?

Yes, great question. They elevate a brand so much. Brand photography is essentially images that really capture the essence and values and identity of a brand and can be used for all marketing and communication purposes. So a brand that's using their own images versus stock imagery has a really great advantages of connecting people to the heart and soul of their business.

Really great to help people get related to what a business is. Who are the business is who's behind the business? Who are the faces, how they operate, what's important to that business? You know, getting insights into a business's day-to-day workings, and really helping that business's personality shine.

We all want to connect to people, to brands. We want to feel that sense of relatability and the photos connecting people to the heart and soul of their business. Yes,

absolutely. And I talk all the time about how branding is not just a logo. Branding is not just a color palette. And I think often as entrepreneurs, we get stuck on the visual side of what a brand is, but there's so much more to a brand and I.

I love how your services compliment and tell that story visually. It's really beautiful. Hmm. Yeah. It's, uh, it's great. Us humans just want to have that feeling of connection and relatability and yeah. Images are a really great accessible way for brands to help to do that. Yeah. And you truly are an artist in that way, that you're able to pull out those stories of a person and communicate that.

I think it's incredible. Oh, thank you. Kind.

How do you make people feel comfortable when you do portrait photography? When they're sitting there on a chair or they're in front of your lens? I would be, yeah. Delicious queen. So what would you do? I love this question. And I love, I love it. Yeah. We, yeah. 'cause it is not your everyday thing that you have a.

Camera pointing in your face and you know, having to smile. Be yourself in front of the camera and you know someone who you might not know very well. So how I make people feel comfortable is we'll always connect before a session. We connect for a strategy call where we. Talk about the shoot we design, what it's gonna look like and sort out the details.

So we're, we're never complete strangers on the shoot day. There's always conversations that's been had beforehand. We know each other's faces. We know what we look like. Mm-hmm. And we've had a bit of a chance to connect beforehand. So that, I found that's really helpful to help ease any nerves for both of us.

And yeah, some, you know, being nervous, uh, turning up to shoot is. Super common, and then to help people. So to help people get comfortable quickly, we'll never dive straight into photography. We'll always on shoot day, spend a bit of time connecting. And during the shoot, we'll chat a lot, mostly. Chat is around personal things, which I really find help to bring out people's expressions and personality quite a lot.

So we'll talk about, you know, people's family or their kids or their vacations and it helps to ease any nerves and yeah, bring out natural expressions. I've got a couple of go-to questions that I, I go to during portrait sessions that I love to ask. So I really love to ask about people's morning routines.

I personally find people's morning routines super interesting and how they start their days, and I find that it really brings movement to photos. Um, and especially if

someone's a hand talker, you know, they'll tell me about their routines and share what they do and they'll be very full of expressions and their hands will join that.

So we get some good photos in there and it helps people to, helps people to relax. Get their mind off. Yeah, it's a great question. Yeah. What's your morning routine like? My morning routine, so, okay, so I, I wake up. Mm-hmm. And I, I do yoga every morning from YouTube and it, it first started actually when I'm at, when I'm at my partner, he's now my husband, when we first met five years ago, um, he's got a very, he's got a morning routine that he's been doing for.

For so long. And so he, he would continue doing his routine when we first met. And he still does it, but he start doing it. And I, I would get up and I'd be like, what am I supposed to do? You know, you've got your, your, your things that you're doing. What do I do during this time? So, so, uh, he pointed me towards this book called Miracle Mornings, which is amazing.

Have you read it? No, but I'm gonna look into it. It is. A game changer, uh, miracle Mornings. So I read that. And at the premises around having five different types of things you do in the morning from movement to journaling to meditation, to, I forget the, I forget the five of them, but I started to do that for a while and I, it's, it's been tweaked.

It's been tweaked over the years, but right now my morning routine is, I do a yoga video from usually a channel, a YouTube channel called Boho. Beautiful. Uh, this morning actually I mixed it up 'cause I thought, oh, I, I don't wanna do the same, I just need a bit of a different energy this morning. So I typed in morning dance routine and there was an amazing Afrobeats 10 minutes dance routine that I did, which was really fun, fun.

So I love to do that and it helps to get all the creeks and. You know, cracks out of my body in the morning and then I listen to, uh, either a podcast or I have the Calm app. So I'll listen to one of the meditations on there. I'll make my morning tea very important. And then I'll sit on my bed just drinking my morning tea for 10 minutes and then I'll have my shower and get dressed and et cetera.

So that's, it's nice. It really helps to, Start the day off in a nice way each day. So I've really learned to appreciate the, that consistency in my mornings. That's very nice. Well, I'm gonna have to walk and start settling into the new routine. Oh, lemme know what you think of that book. It is so good. It's so good.

But yeah, right now I would say, I wake up and I'm like on fire, ready to go and you know, I have a shower, do all the things and yeah, for a walk I usually do that. Yeah.

Have coffee, uh, at home. And then I sit on my little patio and listen to a podcast however long that is, and then I start moving into my emails and going about my day.

I love that. That's awesome. Where'd you go for a walk? Well, I live in North Vancouver, so I usually just pop around my neighborhood or go down to Lovely. The key with the shipyards and stuff. Oh, what a beautiful way to start your day seeing the water. That's so nice. Yes, I read somewhere and I don't like the stat is gonna be portrayed correctly, but it's something like, People who are around water are often happier or if they see water, it just helps boost all of those good things in the brain.

Oh, I believe that. That's awesome. Yeah. Yeah. And you get the beautiful view as well. Yeah. It's quite nice. I don't, uh, don't hate that at all. I don't. I'm very, yeah. So lovely. So Maxine, I would love to know, please tell me how do you adopt your photography skills for each company, and how do you visually find those avenues of storytelling?

Yeah, great question. Yeah, so each company is totally different. They work in their own unique way. They offer unique services products. So what we do, first of all, is we always have a strategy call. So we'll go through that, that company, we'll talk about their goals, and we'll talk about their mission, we'll talk about their company values, and we'll dive into.

All the little nooks and crannies of what makes their company unique. And seeing as every business is unique, all the shots that we capture are different for each shoot. How we structure each shoot is different. So the, the chapters or you know, angles that we concentrate on with the photography on shoot day, they all get put together to make up their brand.

So I'll give you an example with a one person brand, for example, so, mm-hmm. So solo owned business, the person is their business, you know? So what is cool about solo owned businesses is they have a company mission, which might be I. I'm not gonna make up someone's mission, but that you know why they exist.

What is the reason they exist? There's something that's important to them, which is why they're doing what they do in the first place. So we'll look at how can we take that mission and create images from it. We'll look at their values. So what is one of your values? What is one of Unicorn Marketing's Trust is a huge value.

Okay, cool. Yeah. Trust and that's such a great value and so important. Hmm. So yeah, we'll look at, we'll take their values and we'll look at them all individually and look at what does trust look like for unicorn marketing. So what does that look like between your team members? What does that look like between you and your clients?

What does that look like in how you work? Like is there a. Certain things that you do to protect your client's private details. Mm-hmm. Or how do you establish trust between everybody who's on that project? Mm-hmm. And then how, how do we translate that into a photo? So maybe, maybe that looks like the trust in a one-to-one meeting or you know, maybe we get some detail shots of platforms that you use.

There's also a lot with just going on the trust thing. Like one thing, which I really find is indicative of trust in a photo. And is indicative of, of being with someone and connecting is when people simply put their head slightly to one side, because to, to me, how I interpret that is, oh, they're listening.

They have the head on one side. They're engaged in what's being said and they're listening. And then with someone indicating that they're listening, then there's that feeling of trust. So it's, it's interpreting the values that, that that brand has, and then looking at how we can pull that out into all the different ways of photography.

So, so we do that and yeah, we select the angles of the business and, and select which of the ones that we're gonna take pictures of in this particular sheet. So, yeah, by the end they'll have this, this thorough. Uh, kind of catalog of images that speaks to who they are as a business and as a, yeah. What I was saying earlier about if you are a solo owned business mm-hmm.

You are your business. Mm-hmm. So we get to dive into who are you, you know, what do you like to do? Do you want to. How much do you wanna share of your own personality and your brand? Let's get pictures of what you like to do so people can get to know you and you can build that kind of, know, like trust factor of who you are and what's important to you.

'cause you are your brand. Let's, uh, let's look at all the different angles there. So yeah, it's, it's. Great diving into a brand and understanding how they operate. And, and then we also, we also look at their website. So do they need images for particular pages? Mm-hmm. Their services pages. How do we showcase their services in different ways and.

Create images that match up to what they're talking about and their processes. So let's say I was a massage therapist, you would probably help me craft a lot more about my studio or working on a person or the two totally views. Okay. Yeah. Yeah. What does that look like? Mm-hmm. Uh, what, what does it look like when you're giving massages?

How do people feel? Mm-hmm. Mm-hmm. What do you, how do you run the services? You know, is there a booking. What does your booking system look like? People love to know that, to really get inside the process. What do people look like afterwards? Like, what is, what are they feeling? What do you want your clients to feel?

Mm-hmm. And let's get, let's capture that. Oh yes. I'd love to work with a massage therapist. That'd be awesome. So many, so many great opportunities to capture cool photos. Yeah. Great photos. Absolutely. I like the question of. How do people feel or how do they look after they've interacted with your service?

And I think, yeah, a big one. Like a touch point that people often don't take note of or they just are so busy that it gets lost. Mm-hmm. That it can be so important on how your brand exists, really. Totally. Yeah. And the thing is with service-based brands, mm-hmm. It's often a lot about how. People feel because there's not products, you don't have products that you can get pictures of.

So it's really the, how do you show that experience of working with you. Mm-hmm. And, uh, how are people feeling? So pulling out ways for that to, to make sense for people who are new to what your brand does and wanna get an idea of. What it looks like to work with you and how they're gonna look like, are they gonna look blissful after they've come to you for a massage?

Yeah, they're, yeah. Hopefully. Yeah. Yeah. And I mean, looking at, like, say my business for example, it's a surface that is, uh, how do you say? It's not like something that you. I mean, you experience it, but you, you receive a final deliverable. So how do you feel about that deliverable? How do you interact with that deliverable?

How do you communicate how cool it is that I'm doing it for you? It's a very tricky thing. Yes, yes, totally. And I think you do such a wonderful job with that. At Unicorn, you really capture the joy in your brand with your team members and your images. So full of joy and they're fresh. They, they are just fun.

They're so fun. Your pictures and they're, yeah, they're so indicative of who you are and how you and your team work. And I can only imagine how your clients feel afterwards, after they work with you and during, during, when they work with you as well. Yeah. You, your branding is spot on, so Great. Thank you.

That makes me so happy.

We did all of our own photography with the website last August during the heat wave and Oh, during the heat wave? Yeah. At person on, on our team. She was very

good with, with the camera, so she would take the photos and then we would kind of like play around and like I would take photos of her and stuff like that.

Oh, they're great. Yeah. Thank you. Yeah, we definitely need new ones. 'cause our team has shifted drastically in the year, so, and we're also very far apart, so I'm like, how do we all get together for just like a week? Yeah. Yeah. Enjoy each other's actual company. Yeah. Yeah. Yeah. Sounds like a day of fun coming up.

I know. I'm percolating thinking on it. Yeah. So the next question, I would love to know more about your personal inspiration for business, Maxine, and yeah. Who are some of the role models that you have or where do you pull inspiration from? Yes. I love this question. My role models for business. So my role models, I find that they're always.

They're people who shop authentically as themselves and allow you to see them and connect with them in some way, and not in every aspect of their life, but in the areas that are really important to them. And one of my role models for. For branding oneself and branding themselves as a business is, uh, she's called Raddy DeLucia.

She is a plant-based chef and she is an Ayurvedic practitioner and she's a purveyor of generally living very joyfully. She's hilarious. She shares herself so authentically. I feel like I know her. I am invested in her. Projects. I feel very connected to her. When she speaks of other brands in her stories or her reels or whatever she does, it always feels super genuine.

And I'm always converted, you know, whatever she says, I, you're like, yeah, I trust her. It's there. Yeah, good. Let's do it. So I really, I, I really appreciate how she shares herself and doesn't filter herself. Uh, not in a, not in a. Aggressive way. She's mm-hmm. So joyful and wonderful. She just, she's, uh, very inspiring to.

To think of how to just be yourself, which as a brand, you know, she's, she is a brand, she's very relatable. She sets herself very relatably, so she's definitely a inspiration. Another inspiration is locally based, Vancouver based is the c e o of. The Forum, which is, it's a community for female and female identifying folks.

Great community, uh, entrepreneurs, amazing community. Mm-hmm. So Paulina Cameron is the c e o of the Forum and she is a huge inspiration. She shares herself so authentically as well. And what I really. Appreciate about how she shares herself is she's so real in what she deals with at work and then what she deals with with her family slash personal life and there.

They're so naturally put together. She gives you permission. She gives one permission. I feel like I have permission to say, Hey, I'm having a really difficult day. I'm not gonna be here this afternoon. Or, you know, I have, I don't have children myself right now, but you know, she, she's done such an amazing job of sharing how you can be a mother and be a woman in the workforce, and.

The two can coexist at the same time, and it's not easy. It doesn't look easy, but she makes me look at what it is to be a woman in the workforce in a completely new way. Interesting. You elevate. Elevate yourself. You can elev, elevate your community, and you can do good work. And it's okay. You are a real person.

You have real emotions, you have real updates, real down days, and it all goes together and works. Together beautifully. So she's very inspiring for me. And then my husband, Sachin Kona, he's amazing. He's so inspiring. Yeah. Um, shout out, he's a photo, a wedding photographer, and he's an educator for creatives.

And I see him continually working on his craft, doing the reps, practicing his public speaking, recording his YouTube videos. Mm-hmm. And just. You know, his commitment to his craft and to his service to other creatives is so inspiring. So yeah, seeing, seeing his progress and his, uh, dedication is very inspiring.

So cool. He's amazing. How can we follow? Great. It's like at ARC Creative. Is that right? Yes. I think at Art Creatives at Achin Kona as well. Achin Kona, S S A c h I n, do K H O n a and I recommend excellent. It's the authenticity piece. All those three people are just so real and. I really appreciate that.

Amazing. And it's very inspiring to see. Okay, well my thought that I was just gonna say right there is again on the authentic authenticity piece is I wanna know to you, what does authenticity mean? I think all too often it's like a buzzword or like this person authentic. How do you show up as authentic, but what does it really mean to be and embody that?

Yeah. Yeah, great question. To me, it means bringing your whole self. You don't have to share your whole self. It's okay if you don't wanna share everything with everybody, and I think that's actually a good thing. But not being afraid to, to say what you mean, like I have been so fearful of in the past of not being quite unquote, Professional, you know, having, you're so professional.

I would never say you are unprofessional in any way. Well, that's awesome and thank you. You know, I, I've always. Working in, uh, jobs before I started my photography business, it was being professional, uh, saying certain things, not doing certain things, putting up barriers around your personality, which I felt like I often did.

I never really spoke from my heart and really said how I wanted to say with exclamation points. You know, it's the squashing of exclamation points, which I have done in the past. Mm-hmm. And so I. All those memes on, on social media, so having written an email and then deleting all your exclamation points.

I think for me, authenticity means it's okay to have those exclamation points in there. Everyone is beautifully different and wonderfully unique, and if we were all the same, it would be such a boring world to live in. And seeing people's personalities is a beautiful thing. I love that. We're not gonna connect with everyone.

That's fine, that's great. But really getting the opportunity to understand someone and hear their story and learn from them and see how they deal with X, Y, Z, or just, just getting a glimpse into their day is, is amazing. So authenticity and speaking how you. To a friend speaking how you would to your sibling, you know?

Mm-hmm. It's a, it's, it's an ongoing practice, I think, but I feel that yes, brands increasingly these days, you know, especially smaller brands are doing more of that. They're less bashful around that, and, and it's there. Unique selling point. Really, it's, it's them. So, so leaning into it is, is what I find is happening.

At least I'm seeing on my, my curated feed more and more for sure. Absolutely. So, yeah, I like what you're saying about how it's almost like a mindful practice on how to show up authentically and how you wanna communicate to others and what you feel comfortable sharing. Mm-hmm. Well, it's all part of the journey of your personal journey.

Great answer. 10 out of 10.

Amazing. Okay, so next question is, why is it important to have a really great headshot when you're building a website? Your headshot is your, your know, like, trust factor. Mm-hmm. Or it's the gateway to know, like trust, which is why pe, why people should connect to your brand. Mm-hmm. They need to know you.

They need to like you and they need to trust you. And then, you know, they'll, they'll start to. Engage and invest their time and energy and maybe their money. But it's the, the headshot is the know, like, trust piece in that, um, building a connection, building relatability between you and your audience. And then it also helps with confidence.

So having business portraits that are up to date feel true to you, feel aligned to where you are right now at this point in your life, really helps with feeling confident in

sharing yourself and your offerings, and then helps create. A sense of validity and creating that space for you to show up as you are today.

So, lots of reasons. You nailed it again. Great answer. I have nothing to add. I mean, check. Looking back on our wonderful conversation, it sounds like you've learned in the industry, uh, you didn't necessarily have like, Education around photography. You've been more like learning as you go. So what kind of tips may you have for someone who's aspiring to work in the photography space?

Well, firstly, just practice. Just practice. Lean into what excites you and what gets you excited. I. Is it fashion? Mm-hmm. Is it people? Is it nature? Is it little details like people's hands or flowers? And try not to feel like you should be taking pictures of something or in a certain way. I. For example, I used to think I should be taking more serious, more darker and kind of more fashiony portrait shots.

And so when I tried to incorporate that in some shoots, the energy was so off. It wasn't me. They're beautiful photos, but it's just not my style. Hmm. Um, and it just didn't feel right. It didn't sit right. So now I just, you know, I, I know that that's not me. So leaning into what? What is more aligned with, with who I am and what kind of work I wanna.

Create for businesses so lighter, uh, brighter. Mm-hmm. Um, more joyful. And that's my style. And it's not for everyone. But yeah, just really leaning into what excites you is my top tip. And 'cause what excites you is gonna create momentum and, um, you'll, you'll find people who also love what you're shooting.

Mm-hmm. It's like the catalyst to propel you from all the things. Yeah, yeah, yeah. Very cool. And have fun. Yes. That's the. Well, do you have any exciting news to share with all of our lovely listeners at the Magic app? Do I have any exciting news? I sure do. I sure do. Yes. We are collaborating, aren't we? We You sure are.

Collaboration. Yes. Um, Very excited to work together with you on this. I'll share a little about it. A little bit about this. Go on please. Yeah. Okay, so we have, we, we have an offering which will be out soon. It's called the Bio Boost Kit, and this is an offering where we are gonna be creating the full about me page treatment, meaning that you're gonna get copy bursting with your personality and portraits to match it for your abouts.

You're about me Page. So it's for small businesses, for entrepreneurs, for freelancers, or really anyone who has got their own website and struggles with their About Me page. I know that has been a bigger pain point for many people, and it is. One of the top pages that people and potential clients go to on a website Absolutely.

When they're looking at a brand. Mm-hmm. So it's an important page. Mm-hmm. Pretty important page. So yeah, we've put this together. Mm-hmm. We've had a lot of feedback between us that people struggle with this page and to present themselves in a clear. And accessible and relatable ways. So we've got our package, I'm so freaking excited about it.

When is it launching? When is it launching? Well, we're gonna tell everyone about it on Wednesday, September 13th. That's when you can officially book in. You'll see little teasers and little sneak peeks. Yeah. Yes, yes. I'm so stoked. I just. How can I say? I feel like your vibe and my vibe, it's just great.

Like we're on the same wavelength. I think we're both. We are, yeah. We're both very much like I'm loving it looking for joy and creativity and the things that we do, and I think it's just so cool that we can try and make something together and see what happens. Yes. Yeah, I can't wait. I'm really excited to work with you and I'm really excited to.

Whoever may come along, it's gonna be fun and yeah. Fun and joyful. Absolutely. It's gonna be so good. Oh, I'm so excited. I'm just getting the virtual high five out out. Amazing. So if you're listening to this, stay tuned September 13th. Um, check out both of our websites. And Maxine, why don't you tell us where we can find you and learn more about you.

Yeah, so my website is www.maxinebullock.com. That's m a X i n for November, E b u l l o c h.com. My Instagram is at Maxine Bullock Photography. And then, yeah, I have a newsletter can subscribe to you and I'll send out a free resource, which is your ultimate checklist to update your online presence and make sure that your brand is consistent wherever you are on the internet.

Hmm. The worldwide web. So yeah, that all connect me. Yeah. Amazing. Great. Well thank you so much for Thank you. Hope this has been really fun. Oh my goodness. I'm so much less nervous now that we're done. This is awesome. Thank you for having me. Thank you so much for being here and being present and sharing your experience and helping to create some excitement about the Bio Boost kit coming soon.

Can't wait. Yes. Thanks everyone.