



Your

INNER

Manifest Your Photography Business Success
with
Visualisation and Goal Setting.

MINDSET

Bernie Griffiths

International Photography Business Coach

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About The Author

Bernie was born in England and started as a professional photographer at just 16 years of age working for the local newspaper. He photographed his first wedding when only 15 years of age. In his early twenties he worked for a cruise line photographing passengers while travelling around the world, with a staff of 3 photographers.

After emigrating to Australia he opened a wedding/portrait studio within 6 months of his arrival, and continued to operate successful wedding and portrait studios for over 40 years.

Bernie is now a Photography Business Coach, working with photographers around the globe, teaching his ground breaking “The Photographers 5 Steps To Freedom” System.

His contribution to the photography industry, as a photographer and as a worldwide photography business coach, was recognized by being announced a Winner of the World’s Ten Outstanding Photography Professional Awards (WTOPP) for photography business coaching. His other books include “Success Secrets of a Professional Photographer” and “Quantum Leap My Life.”

www.berniegriffiths.com info@aswpp.com.au

The Mindset Journey

I don't know what triggered it, but I do remember when it happened.

I was 15 years old at the time.

I was having a day off school lying in bed with the flu when a thought came to my head. That thought and my subsequent actions defined the rest of my life.

The thought I had was “to be a successful photographer and to travel the world.”

I found a piece of paper and wrote it down.

The goal that I had set slowly started to become a vision. I visualized myself becoming a successful photographer travelling the world. I looked at the piece of paper every morning and my desire to achieve the goal strengthened, as it kept coming constantly back into my head. I finally could not take its persistent driving beat anymore and I applied for a job as a photographer on a cruise lines. My interview went well and two weeks later I was on a long train journey to Southampton to join a ship. After eighteen months of travelling the world and photographing the passengers I decided to move to Australia where I had visited on my travels.

I set another goal to have a photography studio and as I always did, I wrote it down. Within six months my vision had materialized and I bought an existing photography business and signed a lease on a shop front studio. I ran successful photography businesses for over 40 years, realizing my dream.

Running a photography business is not easy and it can also be lonely especially if you're in a country area or run the business on your own. Running a business can also be stressful with the added pressure of balancing family life with the demands of a business. It is also very competitive. Add into the mix the many part time photographers competing for business. Wouldn't it be great to have an edge over your competition.

Starting or maintaining a successful photography business without specific training and very little capital can also be daunting.

I've seen over my 40 years of owning a studio some photographers become millionaires while others have failed. Sometimes in business you need a constant push to inspire and start the fire of success. The one key ingredient for success is passion and with a vision, you are prevented from seeing failure. Your passion and vision will drive you. You may have the passion but you may need more than that. You need to get a vision and write down your goals so that you can create the photography business that you dream of.

If you are reading this E-book you are a photographer, and you are looking at either starting your own photography business, or you have had a few years with your photography business and you are looking at growing your business.

The information you are about to read is based on my own philosophies and strategies that I have believed in throughout my business life.

Visualization Is The Very Beginning Of Creating Anything

The mind is like a parachute it works better when it is fully open. Your mindset is the only thing that is holding you back from doing amazing things. Never discount your worth, your value, or what you're capable of achieving. You *can* make changes to your mindset. Doing it may not be easy but it is a great challenge to begin. Without challenging yourself you cannot hope for any changes to happen. Empower yourself and get your head in the right space.

Think about it. Human beings are such amazing creatures. From the beginning of time, everything we've created came about because someone somewhere visualized an object in answer to a need. This was closely followed by someone imagining how to make this object and put it to use. Without visualization, nothing would have ever been created in the first place.

It seems so simple—and yet isn't. We picture something in our minds, and so it comes to be. Okay, well, there's some serious work needing to happen to take the dream into reality. But without the original vision for innovation, the world would have never changed at all. Visualization is pretty powerful stuff when put in those terms, isn't it?

Now imagine using visualization to achieve *your* goals. Feel like changing your life? Hang on, because you're about to!

I have used visualization and goal setting from when I was just 15 years old. With dedication and continued application, I know it works. It is one of the reasons that I was able to build a photography business that turned over millions of dollars over four decades and has been the drive that has taken me to realizing my photography business dreams.

Visualization and belief when put together can be the most powerful force in achieving not only financial goals, but also personal and spiritual ones.

By the end of this book, you'll be ready to take on your life-changing visualizations to manifest your most heartfelt and ultimate dreams for your photography business.

Visualization and Goal Setting

What is visualization anyway?

If you're not familiar with the term, it might sound a little 'out there' and strange, like something out of a science fiction novel. Maybe it does have a futuristic ring at that, because mostly when we think about visions, we're looking forward to something, not backward. Let's dig into this a little deeper.

Visualization naturally has to do with the mind and requires the use of both imagination and cognitive processes working together in unison. You use your imagination to create images of the future as you wish it to occur. These images might be entirely flights of fancy, which is why the creative mind is so important. As these images aren't static, these pictures change as you think about them, you're also going to need your creative mind to shift the perspective, to get what you want.

This isn't the entire story, though. You need the logical mind to put in the work and the window dressing. First comes the details, starting with a definition of the emotions which go along with the goal. From there, you add in all the details your senses can provide. What does this future look like? How does it sound or smell? Does it have a taste or something you can feel?

These might seem like funny details at first until you realize how much you already use those details in your memories. For example, you might remember visiting your grandmother as a child. You picture how she looked, but you also hear the sound of her voice. Maybe you taste the cookies she always had waiting for you when you arrived. If you're lucky, you remember the feel of her hug or the smell of her perfume.

In your imagination, this memory of your grandmother makes her very real, which of course, she was.

With visualization, you're working to make a future reality, and want the exact same level of detail to create this. The idea behind this is simple: the more you can visualize the future you desire, the more likely you are to create this future.

Maybe this seems a little too mystical, almost like magic. But before you start decrying this idea as being so much modern double talk consider this: Visualization has been around a long time. In fact, it's been around in the Orient for thousands of years. More startling perhaps is the knowledge that visualization has been used in the Western world from the time of the

Roman Empire and has been referred to in literature of the Middle Ages, specifically *The Canterbury Tales* published around 1400 C.E.

The reason visualization feels new is because, in a sense, it has been dormant. As with anything to do with the mind, some theories and practices fell out of favor over time. Visualization came and went throughout the centuries until the 1970s when it surfaced again. This was around the time when neuroscience developed to the point where we were able to understand the brain better. This scientific field has proven that neuroplasticity allows us to create new neuropathways at any age, not just in youth as believed before. In fact, various studies using EEGs have proven that visualization makes changes in the brain.

So how exactly does it work?

Visualization typically has five steps, looking something like this:

Setting the Stage

Here is where you prepare yourself for visualization by cutting out the distractions and detaching the mind. In other words, you're supposed to relax. Find a comfortable place to sit or recline, or you can do what I do and do your visualization in bed. Make it as free from noise and outside interruptions as possible. Maybe darken the room or create a soft ambiance with light music or even something restful such as the sound of water from a fountain. Get comfortable and breathe deeply, counting backward until you feel calm. Generally, counting backwards from 25 is sufficient, but if you're a little more stressed, you might want to pick a higher number to give yourself adequate time to unwind thoroughly.

Picture the Goal

Here is where you want to layer in all those senses mentioned before. Create the intended goal in your mind. What does this look like? Sound like? Taste like? Feel like? Smell like? Ask yourself each of those questions, in turn, taking time to explore the answer fully. This is your future you're talking about, so you want to be sure to not be stingy on the details. Make this as full of a picture as you possibly can.

How are you Feeling?

When you have the image, explore what it means from an emotional viewpoint. How do you feel when you think of this goal? How do you think you'll feel when you achieve it? What emotions come up as you explore these thoughts? Again, experience them each in turn. Don't get caught up in thinking you should feel just one way. Your emotions might be all over the place. Seek out the predominant one.

Add in Faith

Here's the hard part. You need to trust you already have this. This vision is yours, in all its completeness, somewhere in the future. It's up to you to take hold of it.

Now Step Back and Believe in The Law of Attraction

This is essential. If you don't detach from this visualization, you'll get so caught up in it that you won't be able to effectively enjoy the process of getting there, much less create it. This is a funny feeling because your initial response might be you either will just be given the result you want like some kind of magical genie granting wishes or that you need to throw yourself at creating this result, half killing yourself to get there. Neither of these is true, by the way. The truth is much simpler. You focus only on doing the next right thing with the assurance you're always moving toward the correct outcome.

Remember, the key to this entire process lies in the practice of it. You have to undergo these same steps more than once. Revisiting your visualization is where you're going to find the best success.

Don't believe it? Let's take a quick look at some contemporary examples of people who use visualization in their lives to achieve great success.

It seems natural to start listing actors first who swear by visualization. After all, they're very comfortable with the concept of creating roles in their minds already. Why not create your future there too?

Actor Will Smith said, "Make a choice, you just decide, what it's gonna be, who you're gonna be, how you're gonna do it. Just decide, and then from this point, the Universe is gonna get out your way." He's proven this by making nearly 50 movies, many of which are incredibly popular.

Success from the ground up can be seen in the example of Oprah Winfrey, who grew up in a tough situation. She started using visualization before she even knew what it was, when, as a child, she started telling herself her life was going to be better, different from what it was. Later, she came to understand the power of visualization and embrace it. As she said recently in an interview, "Create the highest, grandest vision possible for your life because you become what you believe."

Other actors who use visualization and have become great successes include Arnold Schwarzenegger, Jim Carrey, Denzel Washington, and Steve Harvey.

What about in other professions, though?

Athletes are perhaps some of the more noted people known to use visualization. Coaches regularly tell their players to visualize their game or actions before playing. Those who have proven it works range in sports from Olympians to NBA all-stars. This includes Michael Jordan, skier Lindsey Vonn, and British football player Wayne Rooney.

MMA fighter Conor McGregor had this to say in an interview, "This is the law of attraction. In this struggle, when things are going good, and you visualize good things happening, that's easy. What's not easy is to do is when things are going bad, and you're visualizing the good stuff. And that's what I was able to do.... Visualizing good things in times of struggle, when you can do that, that really makes the law of attraction work."

Musicians such as Lady Gaga, Jay Z, and Drake all know this too. But visualization isn't limited to just the creative types. Even highly successful people in business embrace the skills taught here, such as motivational speaker and business guru Anthony Robbins, and Sir Richard Branson, who is himself worth over \$5 BILLION. Now there's a guy who knows how to manifest change in his life!

"The first rule of Success is to have a vision." Arnold Schwarzenegger.

Which leads us into this last section of our chapter.

The Many Benefits of Visualization

Visualization is more than an action designed to get you what you want in life (though this is, in fact, part of it). There are other benefits to making visualization a regular part of your life that you might not have considered.

You Experience Less Stress

Just having a clear vision and steps to take will erase much of the worry out of your life, and also guide you in your photography business. There are fewer surprises (of the unpleasant kind) because you've already thought your way through the options, mitigated any possible disasters, and clearly know where you're going next with your business.

You Become More Open

The key to visualization is letting go of the vision once you have it, so you can move forward, taking whatever opportunity next presents itself. You're less locked into your plans, and more ready to see what the Universe has to offer.

You Do Better at What You Do

With visualization, you clearly see what's next, and even practicing your role in your success. This means you're ready when the time comes to actually perform. Think about it. A photography session with a Newborn baby that you have done a practice session with, will always go better than the one you decide to 'wing.'

Visualization Helps you Relax

Business can be full of stress and you can become anxious and fearful at times. Visualization helps you to find a calm place and let go of whatever troubles you. In fact, numerous exercises are geared entirely to finding your inner calm.

You Focus Better

When you practice visualization, you need to focus on the details of the vision for the best possible outcome. Regularly practicing visualization will teach you how to better this kind of intense concentration until it becomes second nature. This will benefit you in the future on any task which requires this kind of focus.

You Become More Confident

When you're already sure of the outcome, you cannot help but feel more confident in your actions. You'll find you even carry yourself differently, the more you practice visualization and goal setting.

You'll Procrastinate Less

One of the main reasons people procrastinate is because they fear the outcome. If you don't feel confident in what you're doing, or in how someone is going to react to the work you do, it's natural to put it off. Instead, visualization has you already geared toward success. With certainty in the outcome, there's no reason to put it off, and you procrastinate less.

You Feel Inspired To Drive Your Business

Nothing gives you motivation like a solid goal clearly envisioned. With visualization, you gain energy and enthusiasm about the future. You find yourself eager to get started and move toward the future.

You Find Meaning in Your Photography

Last, but certainly not least, visualization helps you see beyond doing the day-to-day. You find goals in your life and understand better what your ultimate purpose is. This is not to be treated lightly, as finding meaning is what makes life worth living.

Of course, we're not going to ignore the part where your visualization helps you to achieve your personal goals.

You Experience True Transformation

How can you possibly expect to achieve anything if you aren't experiencing internal change? Real success starts from within, with a new mindset and way of doing things. Otherwise, we'd already all be super successful. Visualization actively seeks out this transformational path and leads you where you want to go.

You Become Better at What You Do

Visualization gives you the ability to practice your skills even when doing so might be physically impossible. Take the skier visualizing their next run down the mountain. By imagining what it will look and feel like, they're able to get in a practice where no snow is required.

Weirdly enough, this really works. Numerous studies have shown when people visualize doing a task, they naturally perform better when it comes time to take action physically.

You Find it Easier to Learn

By opening your mind to visualization, you're allowing new information to travel neural pathways. This means you learn things faster than people who don't spend time practicing cognitive skills, pushing you toward faster achievement as well.

You'll Make Better Decisions

Anytime you're setting out to achieve something, you're going to need to make a lot of decisions. The ability to make those decisions well means you won't have to backtrack or do things over later on. Visualization allows you to explore options and identify possible problems before you ever make those decisions, meaning you know just what you want to do when the time comes, and why.

If, after all this, you're still on the fence about practicing visualization, take this under consideration: Visualization can also **be used to improve your health.**

You Make Better Choices

Eating healthy is one of those things which seems like a chore to most people. But using visualization can help here too. When you visualize yourself eating a delicious meal, leaving you feeling both satisfied and healthy, you find it very easy to reach for those healthier choices when mealtime comes around.

You Become Stronger

We do shape how we think of ourselves. If we start looking at ourselves as crippled and weak, it's guaranteed we will become just that. Likewise, when you visualize yourself strong and healthy, you'll discover new strength you never knew you had.

You Become Less Anxious

This is one of the best health benefits you can create for yourself. Stress leads to numerous health complications from heart disease to diabetes. By using visualization to calm your mind, you will experience less anxiety and face life with a healthier attitude and outlook, which leaves no room for stress.

Wow, that's a lot! It's no wonder people have been practicing visualization for centuries. Keep reading, and you'll find out how you can start reaping all those benefits personally.

Visualization and Mindset For Photographers

In my many decades of coaching photographers, I have identified that there are eight main mental blocks that prevent a photographer from realizing their full potential. These are listed below.

1.Fear of:

- Failing
- Not being liked
- Losing money
- Being seen as pushy
- Getting too busy
- Rejection
- Getting out of comfort Zone

2.Change

- Don't like
- Happy in comfort zone

3.Analysis Paralysis

- Too much on mind
- Don't know what to do first
- Uncertain whether right advice

4.Time

- Not enough

5.Lack of Knowledge

-Don't know what to do

6.Wanting Everything Perfect

-Having everything right before taking action

7.Lack of Support

-Friends and family not on your wavelength

8.No Self Esteem

-Not believing in yourself

Changing Your Mindset Is The Solution

With so many things that may be holding you back, the first step is to define exactly what your blockers are and to write them down. Doing this self-analysis can help you move forward. It is often said that to overcome a fear you have to confront it. This is very true.

Many photographers when they are starting a business have trouble pricing their work, as they do not believe in their own value.

Getting out of your comfort zone and changing your mindset can be very challenging especially when it comes to something like pricing your products. The easiest way to overcome this is to put your prices to your cringe point, and each time you sell a product put that price up by a small amount. By doing this step by step method you will find your confidence and your belief will grow to a point where your fear of your customers rejecting your prices will be overcome.

12 Things You May Be Doing That Can Hold You Back

1. You compare yourself to others.

Whether it's starting a photography business or learning a new skill, you will look at others who are much further down the road from you and expect your results to be similar to theirs, today. Since you cannot see the struggle, the mistakes and the hundreds of little improvements they made every single day, you assume these never existed. By comparison you feel inadequate, incapable and discouraged.

Shift your focus instead to where you are today compared to yesterday to get a more accurate picture of the progress you're making.

2. You ask yourself the wrong questions.

You spend your time and energy wondering “if” —if what you’re doing is possible, if you’re good enough to achieve it, if it’s the right thing to do. These questions are unhelpful and suck all the energy and motivation out of you. Change these questions to how, who and what, such as, “How will I make this happen?” “What’s the first step?” “Who can help me with this?” and spend your energy finding answers that will help you move closer to success.

3. You wait for others’ permission.

You want those you care about to approve. You create a story that their approval means you’re on the right path. You don’t want to disappoint. And so you end up stuck and paralysed by a flippant comment, or an unenthusiastic reaction. YOU know what’s best for you. Trust your gut and your heart, live by YOUR standards, and you’re much more likely to create a life that makes you happy.

4. You wait for the “right” time.

You keep putting something off because it’s not the “right” time yet. You need to make a few more improvements, get more experience, learn a few more skills. You wait for the economy to improve, the weather to get better or for a sign that you should start. This is just your mind playing delay tactics and winning. The right time is now. Only by starting will you discover what else needs to be done or improved, never before.

5. You expect instant results.

“What?!” your mind tells you. “You’ve put so much effort into this and no one has noticed?!! This is a waste of time, might as well stop now.” Be patient, be persistent and give yourself a realistic timeline to achieve the results you want.

6. You don’t take action.

You make lists and great plans. You re-write those plans and use the latest app to capture them a second time. You discuss your plans for your photography business, visualize your plans, criticize your plans. You do everything but act on them. Your first step, as imperfect as it may be, will be much more useful than all the plans in the world. Your first step might actually change all the plans you made in the first place, so spend most of your time on acting, not planning, if you want to get somewhere.

7. You create fake busyness.

This is my favorite one by far. I’ve spent hours tweaking my website, reading other blogs “for research purposes,” buying new equipment, retouching, playing with new apps. Days have gone by where I’ve sat at my desk for hours being very busy at doing nothing. If you know you’re doing the same, take a step back and ask yourself where your actions are leading to. If

they're not leading to tangible results, then you know you need to be spending your time doing something else.

8. You listen to everyone but yourself.

You're new at this. You seek advice. The world and her mother have an opinion on the subject. You sit and you listen. You assume everyone, including those on social media forums knows what they're talking about, that you have to follow what you read unless you want to fail miserably. The problem is, the advice is taking you in so many different directions that you're paralyzed. By all means read and learn, and then let your own heart and instinct guide you and get the right advice from a professional. Trust that you will find your own best way of doing this, and it will be just right for you.

9. You assume talent and not persistence in the secret to success.

"If I had any talent, this would be much easier. I'm not cut out for this." When you start your business, you discover it's a steep uphill struggle to get where you want. You might start to feel like you're lacking in some way, that maybe you should aim a little lower or try something easier. Don't buy into this mindset. Anything you do will get easier the more you do it. Persistence and not talent is the secret to success, so stick to it, keep working at it and eventually you'll find yourself climbing to the top of that hill. Practice makes perfect.

10. You're not flexible.

You've got your plan and you want to stick to it no matter what. You assume this is the only way you can succeed. For years, I assumed that the only way to get fit was to join a gym. For years I paid huge yearly fees for a gym I never used. The goal is still there but my tactics have changed. Cycling and walking have replaced the gym to much better effect. What's your proverbial unvisited gym? And what could you replace it with?

11. You do it alone.

You see asking for help as a sign of weakness, or maybe it doesn't occur to you that you can reach out to others. You want to succeed on your own. You build an imaginary fortress around you as you work on your project. STOP right there. List 3 things you're struggling with right now. Next to each one list at least one person who's experienced something similar. Write one question you would love to ask that person. Now reach out and ask someone who has walked that path. Asking the *right* person for help is the most important thing.

12. You don't know when to let go.

You've tried your best, you've changed tactics a hundred times, you've worked endless hours on this business for the last few months, yet you're not seeing the results you were hoping for. So you work harder and faster hoping that somehow, someday, you will get there. Your

project has become this dark cloud following you wherever you go. Any excitement or joy you felt about working on it has since long gone. You've invested so much in this project that you don't want to let it go. Consider this, how do you feel about spending the next 12 months working on the same project? If you had to let it go, what else could you do with your time? Sometimes it's OK to let go. What happens? For one, you'll still be perfectly okay.

Rising To The Challenge

So what's the secret to growing your photography business despite the tough economy, and the challenges?

Any business, whether large or small, is mainly about solving day to day problems, which include getting more clients, increasing sales, lowering overheads, staff relationships, and maximizing the efficiency of work spaces—all should be focused on improving profitability. A micro business that is operated from home by a single person has the same issues to resolve. What you may need is a viable and long-term business model.

You need to develop business systems, which cost very little time, money and energy, together with sourcing help and guidance in integrating them into your business. In other words, a business model that puts money into your account regularly, year after year.

I have consulted with many photography businesses over many, many years, and have seen the effects of the pressure that it can involve. I have seen marriages break down, uncontrolled debt, and legal proceedings, all happen with bad business practices.

The Visualization Process

Hopefully, by now, you're not too intimidated. Visualization isn't complicated at all. In this chapter, you're going to find out just how easy it is to start using visualization in your daily life. Let's start by walking you through the basics.

The actual act of visualization goes something like this:

Start with the Goal

What is it you're trying to accomplish? Once you know this, the rest will fall into place naturally. We'll explore some tips in choosing goals in a moment. It could be setting a goal for monthly turnover, or achieving a record portrait sale.

Imagine the Goal

This isn't some easy low-level picture you're making in your mind. Write it down and put it on your bathroom mirror so that you see it every morning and every night.

You want to picture your goal in the most intense, realistic detail you can imagine.

Create the image layering in the sights, sounds, smells, tastes, and sensations of your goal. You're also going to create the emotions which go along with it. Know how reaching this goal is going to make you feel. Explore any other feelings that come up with this image.S

SMART Goals

Are widely used in business and increasingly in education.

Specific

Measurable

Achievable/**A**ction **O**riented

Relevant

Time Bound

Revisit the Goal

Visualization doesn't just happen once and stop there. You're going to want to take it out and go over it in your mind again and again. Make a plan to give yourself visualization time daily to revisit the images you've created. Remind yourself of them throughout the day in minor detail.

Accept the Reality of the Goal Completed

This step takes a little leap of faith. You remind yourself that you have already achieved the goal. This goal is achieved; you only have to keep moving toward it.

Remember, once you've created your visualization, you need to remember to disengage from it. This is an essential step in the process. Otherwise, you might become too caught up in living the vision to the point where you forget to translate the vision into action.

Visualization sets up the success. You're still going to have to do the work to make the success a reality. This will come through the acceptance of the opportunities which come your way in the wake of this visualization.

Here are some further things to think about, which might help with this process:

Focus on What You Want

If you're having trouble visualizing your goal, it might be because your goal is too broad. Take a step back and look at your goal objectively. Is there a particular part of what you want to do which intrigues you more than any other part? On the other hand, if you're having trouble finding your goal at all, try exploring the things you're passionate about by making a list of them. What is a common theme you find recurring in this list?

Experiment with Different Techniques

We're all different, so it should come as no surprise to find not every method of visualization works with every person. For example, if you're having trouble thinking in pictures, use words or feelings to convey your goals. Does it help to write down the visualization first to give yourself a 'script'? Maybe making a collage of pictures to look at as you settle in to visualize will help. Feel free to explore different options to find what works for you so long as the result is the same, with you being able to visualize in some way your goal.

Meditate

If you're having trouble stilling your mind, practicing meditation will help. By learning how to stay in the moment and calm your breathing and your thoughts, you'll better prepare yourself for visualization.

Focus Your Mind

If you're having trouble with concentration, start smaller. Visualizing for only five or ten minutes to start will teach you how to focus in small doses. Also, don't worry about a complex visualization when you're just starting. Feel free to keep things simple initially. As you become more comfortable with this kind of concentration, you can expand the time you spend and start layering more details into your visualization.

Silence the Inner Voices

It's hard to focus when you're listening to a hundred different thoughts clamoring for attention. You might want to do a short visualization exercise to block them out. Try imagining you're in a room with all those voices being just outside an open window. Now shut the window to block them all out.

Accept the Process

The more you question whether things will work, or hold back on accepting what you're visualizing, the less likely you are to have success. Take a leap of faith and trust in the process.

Use Repetition

Visualization never works well if you're not putting the time into the process. You need to make this a routine by visualizing every single day. For optimal results, schedule in a regular time for visualization, such as right when you get up or before bed at night (you can even try both if you like!).

Take a leap of faith and trust in the process.

Create a Relaxing Atmosphere

Visualization does call for a calm mind, as mentioned before. Here is where it becomes crucial to pay attention to your surroundings. What can you do to minimize distraction or noise? How about creating a mood or ambiance by using candles, soft music, or dimmed lights? Do what you need to do to create an oasis in the storm of life.

Be Open to What Happens

Once you're done visualizing, be accepting of the process. Things will come up in your life, which seems like they're guiding you on a particular path. Accept their leading. Take opportunities as they present themselves and embrace the adventure of learning to move with sureness toward your dreams.

Perseverance is Key!

Nothing happens overnight, especially when you're just starting and learning a brand-new way of thinking. Keep at it and give yourself time to get used to how visualization works.

Let's get you started with some visualizations you can try immediately to achieve some of the more common goals.

Visualization Exercises

Using visualization in your life is so easy. Once you get the hang of the process, you'll be amazed at all you can accomplish with your imagination. For now, though, let's look at some super simple visualizations to get you started.

Simple Visualizations for Beginners

If you're feeling a little socially anxious, this is the perfect visualization for you. With a specific social function in mind, ask yourself what kind of person you want to be by the end of the event. Are you looking to be really social? Just a touch more gregarious? Picture this version of yourself. Now picture the event. See yourself moving around inside this event, interacting with people. Focus on positive responses and emotions. Seek out the happiness points. Couple this with thoughts to support this version of you. Things like "I am comfortable here," and "I like talking to people." Practice this repeatedly. By the time you reach the event, the interactions should feel familiar and natural.

Practice Scenarios

When you have something coming up which worries you, such as a speech or some other event where you're going to be called upon to perform, trying using visualization to practice

beforehand. In this, your goal is already evident, as it's the action you need to partake in. Create (as thoroughly as you can) the venue where this event is going to take place. Visit the place beforehand so that you can use accurate and in-depth detail. Next, place yourself there, performing your activity. See yourself from outside, looking on as you perform. Then, run it through again, looking at this event through your own eyes as you experience every emotion that comes with this event. Run through it from start to finish, ending on a triumphant note.

Lemon to Lemonade

In this visualization, you're going to want to have an actual piece of fruit. A lemon works well, both for its simple shape and the pleasant aroma it gives off. You start the visualization by calming yourself. Let yourself relax entirely and thoroughly. When you reach a state where you still have control of your body but are feeling deeply immersed in the visualization state, open your eyes to study the lemon. Smell it. Touch it. Use all your senses. Now close your eyes and recreate the lemon in your mind, in the same level of detail. You do this exercise to get used to visualizing actual items in such a way as you can feel comfortable manipulating them, and also to give you a sense of what it is to imagine something you already have. Practice this until you can recreate the lemon perfectly.

Once you have this visualization down, you're going to shift your point of interest onto something you desire. If you want money, hold out a hundred-dollar bill and use it in the same way, learning how to construct the money accurately in your mind. If you want better sales in your photography business, visualize the sale amount you want prior to any sales session and write it down. Write down monthly sales goals and yearly ones. Look at your goals at least once a day. Whatever you pick, hold the image in front of you, memorizing it. When you're done, recreate it in your mind in as much detail as possible. Again, do this with the assurance of already having this in the same way you did the lemon.

More Advanced Visualization Exercises

Feeling more confident by now? Good for you! These next visualizations are going to require a little more concentration as there are added elements, you'll be putting into them. Remember to be patient with yourself if you find these hard at first.

Road Map

This one is a little bit complicated but works so incredibly well once you have it down, it's worth the effort. You start the visualization with your goal in mind and then backtrack through all the steps. Create a road map that will take you from where you are now to where you want to go. Do every step in as much detail as you can, seeing yourself successfully completing every step along the way. It's the journey, which is important here, more than the

destination, so don't skimp on any of the details. Be sure to go back through this visualization often and adjust the map as you need to keep you on the right path to where you want to go.

Altered Reality

Are you having trouble with something which happened in the past? If so, use visualization to put you back in the painful event. Now you're going to revisit the trauma carefully, going back through it in detail, with one very significant change: You're going to write a different ending to the story. No, you can't rewrite history, but you can lay it to rest. Let yourself have the ending you both wanted and needed so you can finally let this memory go.

Gifts and Gratitude

We really can't accomplish anything alone. This is why it's so important to say 'thanks.' Before even beginning your visualization, take a moment to write down a list of people you feel have helped you in some way. Think about the times they've gone out of their way already for you. Now engage in your visualization, in much the same way you always did. This time, as you reach the happy conclusion of your visualization, take a moment and start thanking the people who will help you to reach this point. If you know their names, thank them out loud by name. If you don't, you can use tags, such as "friend" or "doctor," or whatever you feel is appropriate. Use the same techniques on this thanks as you would on the rest of the visualization. Use your emotions and thank these people very sincerely. After all, they're part of your future success!

Affirmations

While working the visualization, add in one or two affirmations related to this visualization. Make this part of the vision you're creating in your mind. As you form the image, repeat the affirmation. Feel the emotion of the completed goal you're visualizing and add it to the affirmation. Later, when you repeat the affirmation to yourself, recall the feeling you'd experienced in the visualization with it. For optimal results, use affirmations or visualizations right when you wake up or before bed at night. Combine them for a little added oomph.

Journaling

When you create a visualization, you want to remember it so you can revisit it again and again. Adding in journaling serves as a twofold purpose. First, the very act of writing about the experience will help you to recall it better. Second, you're going to discover journaling itself becomes an act of visualization.

To begin journaling, find something to write in that you will use only for visualization. You're going to want to be able to revisit these entries, so finding them quickly in one place will prove helpful.

You might not like this next step, but it's highly recommended you write out these visualizations by hand. It has been proven time and again when we write things by hand, we remember them better. But there's also a more personal and intimate connection with writing about your dreams and goals by hand. You'll find it easier to be more real and to go deeper with your writing when you do.

Journaling, when paired with visualization, is a powerful tool. The beautiful thing about writing things down? You can add notes about how you see your dreams being made manifest in your life as you go. This makes your journal a permanent record of all the wonderful things happening in your life, creating a treasure you'll want to visit over and over again.

Goal Book or Vision Board

For many years I kept a book where I would write my goals and I would add photographs of some of the material things that I had goals for. We are, by nature, very visually oriented. A picture can take you immediately to a time or place in a way words never can. This is why it's so important to give this next one a try.

A goal book with images of what you hope to achieve take your visualization and put it someplace where you can see what you were only envisioning in your mind's eye. The process is relatively simple. You find images which remind you of your goal. Some pictures might be very literal translations of what you're imagining. Some might only be added just to layer an emotion or specific detail or color onto the board. The goal here is to be as creative as possible.

Once you have your details, set them out on a bulletin board, or another method which allows you to display them easily. You want to be able to see your board often.

Infuse the board with the goals, the emotions, and the details of everything you want to accomplish, so every time you look at it, you feel inspired all over again.

More on Creating Your Own Visualizations

Anytime you create a visualization, it can be challenging, especially as you leave the world of the more guided meditations and start to guide yourself. While some of the meditations you've done did include a goal unique to yourself, this time, you're taking charge of the whole visualization from start to finish. Once you learn this method, though, there won't be anything you can't visualize for yourself.

Image

In a relaxed start, begin the visualization. Start with a flat image of what you want in your head, much like a photograph. This can be made even easier by starting with an actual physical photograph if you need something for inspiration.

Make it Real

Photographs are good starting points, but now you're going to add a little depth. As if blowing up a balloon, inflate the image to make it 3-D. Now you have something in mind you can touch, that has weight, and you can hold in your hands.

Bring it to life

Let's take this a step further. If what you've created is a human being, it seems more like a doll or mannequin right now. You're going to bring it to life, enabling this to live and breathe and move.

Engage the Senses

What do you notice now about what you created? Is it warm? Cool? Does it move fast or slow? What is the texture or smell? Explore with all your senses. I did this to achieve my goal of owning a Rolls Royce.

I would lie in bed at night and smell the leather, sense the touch of the steering wheel, the outside colour, the colour of the leather, the quiet ride. When the car materialised it was exactly as my visualisation.

Choreography

Now you're setting the dream into motion. Interact with what you've created. What role was this meant to play in your visualization? Place it in this role and watch what happens next. But keep in mind, you're moving as well, interacting with your creation. If you've designed a room, you should be able to move around in it and pick up every item you see or interact with every door and window. This is a real space, contained only by your imagination. This is your future goal and your success, so it needs to be as real as it can possibly be.

Some quick tips to help you in this process:

Try Multiple Perspectives

To make your visualization live and breathe, you might need to move to view it or experience it from different angles. Slip inside the skin of what you've made and see through those eyes. Look at it from a distance. Notice everything about it.

Make it Ideal

Don't worry about gritty reality. This is a goal for the future. Let it be idealized if need be. Besides, the more positive you picture the visualization, the more likely your outcome will be equally positive.

Some final words might be appropriate for now. Hang in there—we're almost done!

Visualization is only part of the process. The most important part is letting go of the visualization and returning to your daily life. You might think, at first, nothing has changed, but in truth, you already have, and in deep and meaningful ways. From here on out, it's all up to you. You begin by acting as if the goal has already been realized. Be the person you'd visualized.

You are complaining to the wrong person

Have you ever noticed that people almost always complain to the wrong people, to people who can't do anything about their complaint?

They go to work and complain about their spouse; then they come home and complain to their spouse about the people at work. Why? Because it's easier, it's less risky.

It takes courage to ask for a behavioural change; it also takes courage to change your own behaviour. Learn to replace complaining with positive action that will achieve your desired outcomes. That is what successful people do. That is what works. As the old adage says: "don't just sit there (and complain) do something". And remember, it's up to you to make the change, to do something different. The world doesn't owe you anything. You have to create it.

So often in the past I would hide behind someone else's imperfections rather than looking at my own. I'm a huge believer that everyone has vast potential for positive growth in their lives. But the tragedy is that for millions, that potential lies untapped for a lifetime. Realising that you are the one responsible for making whatever changes you want in your life is, to my mind, one of the essential steps toward unlocking that potential.

Even if the problems that you are facing are someone else's fault, there is still no alternative to taking personal responsibility for resolving them. After all, when your car blows a tyre on the road you don't walk back down the road to blame the nail that did it. You get out the spare and change the wheel. Not a bad analogy for life in general.

Taking responsibility

We need to take responsibility for our business shortcomings as well as our successes, even though some things are out of our control, such as a failing economy, changing trends, and personal circumstance. Once we have a positive attitude and put into practice some positive actions, change will follow.

Achieving a good work and home life balance

Everyone has phases in their working life where they have to work hard to achieve.

Some of the problems that photographers with home studios have is that the studio is the family home too and that creates noise and mess. Then there is editing at night after the kids go to bed. You never stop working when your work is at home. This is where the discipline comes in. Determine your working hours, say 9.30am until 5.00pm as if you were going to a normal employer. Make suitable arrangements for your children during your working time and when you “clock off” you should close the door to your work space and mentally go home. If you need to go back to work after the kids are in bed and you still have the energy, then allocate those hours as needed, but again make it a conscious decision to “go back to work”.

Family comes first—it’s all about planning

It’s easy to become lost in your business. When you look back and ask yourself if it was all worth it, you want to be able to say yes. I decided to make my family the important part of my business, and that was my priority. Everyone says kids grow up so fast, and once they become teenagers time flies even more quickly. We, as parents should do our best to enjoy the precious family moments. But the question is how do we do this. In my case I needed to plan ahead. I allocated time in the diary well ahead for holidays with the family and planned toward it so that my workload was under control beforehand. As a wedding and portrait photographer, I had very few weekends off to spend with the family, so I also made a point of finishing work early one day a week to pick the children up from school and to spend that time with them.

Achieving a balance is not easy, but with a bit of planning it can be achieved—or at the very least improved!

Action, action, action

An old Chinese proverb says “that a journey of a thousand miles begins with a single step”. You must put thought into action. Step by step, little by little, inch by inch. Action will cause you to head in the direction that you want. Do not fear the unknown. Do not fear failure. Do not be afraid of meeting new people. Keep acting on your thoughts. Thoughts alone will not drive you to your destination. Let action be your fuel.

Keeping up with change

Change is inevitable. You must, in business, learn to evolve, to constantly take a forward movement. When I began my business all those years ago, most photographers did everything in a similar way, and were successful by doing it. There was very little choice, and so clients were comfortable in having the same style of photographs taken as everyone else. It is such a different world now. A world that gives so many choices in just about everything.

Photography especially gives consumers so much choice. They can access high quality

cameras and produce good portrait images themselves even on the latest smartphones. To achieve maximum success you must be able to push your limits and change with the times, and sometimes you have to be creative and think a little ahead of the time. You need to be able to produce something that they can't produce themselves.

Change or face the consequences

A lot of people wait until change is forced upon them. If you can force yourself to change, you become the master of your destiny. The captain of the ship of life. Change direction often. Always be looking to lead rather than being lead.

Try to be a leader in your photography business, not a follower.

Most market leaders that we can think of have changed, with either an evolving product base or an evolving sales and marketing approach.

You need to have the ability to adapt with the times by adjusting your systems, prices and style, and adapting to the ever-changing market forces and influences.

This has been the main factor that enabled me to sustain a successful photography business for over forty years.

Re-visit what is holding you back?

So what is holding you back? You were born to do great things. You were born to succeed. To set and to reach goals. You were born to do things that people said you could never do. The power is inside of you.

The funny thing is that the supposed insurmountable obstacles that we see preventing us from achieving great things are not really big at all, when we set some goals and begin the journey.

Write your goals down, and then visualise them, focus on them, sleep with them, embrace them, change them, love them, share them, hate them, but never, never, ever leave them.

Once the journey has begun, the direction has been set; the important thing is to start.

Does goal setting work?

From my own experience, YES. It was at the age of 15 that I set my first goal. It was: "To be a successful photographer and to travel the world".

It was a big call as I had never travelled more than 50 kilometres from my home town. I wrote it down. It would not leave my head. Just seven years later I was chief photographer for P&O lines traveling the world on a luxury passenger liner with a staff of three photographers. I was just 22 years old. I had a cabin to myself, a cabin boy to clean my cabin and to do my washing, and I was getting paid a wage and a commission of sales. Hawaii, San Francisco, Los Angeles, Cape Town, Sydney, Melbourne, Fremantle, Hong Kong, Kobe, Nagasaki, Tokyo, Yokohama, Panama Canal, Nice, Vancouver, Gibraltar, Athens, Acapulco, Lisbon and Malaga were a few of the places that I travelled to as a photographer.

Then I set a new goal: "To have a photography studio in Melbourne." I wrote it down. Six months later Gregory's Photography was born.

Do not underestimate the power of goal setting

From my early successes of reaching my goals, I created a GOAL book constantly listing new goals. Some photographers are doing amazing things. They travel, they produce amazing images, they are making good money. Why not you? I challenge you to succeed. Failure is not an option when you commit to a written goal.

Take the journey. Don't forget that expectation is usually greater than realisation. The journey is the success part. The journey is exciting, challenging and rewarding. Walk the walk. Too many only talk the talk.

Find a mentor

Having someone believe in you, and believe in your goals, can shorten your journey.

I had a mentor who inspired and motivated me on a daily basis. Your mentor can guide you, and help you with your decision making. But only you can drive your dreams!

Are you ready?

It may seem too easy now that you know how. But that's just another excuse not to start!

Read this out loud:

If it is to be, then it is up to me

MY GOALS

I (Name)..... set the goals below. I promise to work hard toward reaching my goals. I know if I visualize and believe, my goals will become real.

Example

Goal One.....I want to have 10 future photography sessions in my calendar at all times.....

I will achieve this by ...The end of March.....

Goal TwoI want my average portrait sale to be \$950

I will achieve this by ...the end of April

Goal Three

I will achieve this by

Goal Four.....

I will achieve this by

Goal Five.....

I will achieve this by

I understand that if it is to be, then it is up to me

The Guy In The Glass

Author Peter Dale Wimbrow Sr.

*“When you get what you want in your struggle for self
And the world makes you king for a day
Just go to the mirror and look at yourself
And see what that man has to say*

*For it isn’t your father or mother or wife
Whose judgment upon you must pass
The fellow whose verdict counts most in your life
Is the one staring back from the glass*

*Some people may think you’re a straight shooting chum
And call you a wonderful guy
But the man in the glass says you’re only a bum
If you can’t look him straight in the eye*

*He’s the fellow to please, never mind the rest
For he’s with you clear up to the end
And you’ll pass your most dangerous, difficult test
If the man in the glass is your friend*

*You may fool the whole world down the pathway of life
And get pats on your back as you pass
But your final reward will be heartache and tears
If you’ve cheated the man in the glass.”*

Conclusion

You've set in motion something great. Don't fail now by ignoring the opportunities the Universe brings your way.

From this point on, everything you do is loaded with significance. Keep your eyes open, your attitude positive, and always seek out the next best thing to do. The rest will come all on its own.

By now, you've learned something about your goals and how to use visualization to reach them. You've been honing your Inner Vision, and you've been learning how to apply it to your life. Chances are you're already starting to see some of the positive benefits of visualization in your photography business.

If you stick with the visualizations in this book and make a habit of your own visualizations, you're going to start seeing some positive change very soon. This is the exciting part!

You will see a new Mindset appear. You will have more confidence, more belief in what you are doing, and become a better person.

The key here is not to quit just because you see things are happening. More than ever, this is the time to keep going until you have manifested your ultimate desires, and achieved some of your photography business goals.

If it is to be then it is up to me

I hope that somewhere sometime you will be inspired and something will stir inside of you a little inspiration that will drive you to progress your photography business. A catalyst causing you to act. As a photography business coach with many years experience, I have helped many photographers to grow their businesses and achieve incredible success by getting step by step systems in all aspects of running photography business. I've kept photographers informed and educated about the constantly evolving business practices needed to maintain a successful photography business in today's changing marketplace.

Congratulations!

That success you've envisioned for your photography business is already yours.

If it is to be then it is up to me

I hope that somewhere and at sometime you will be inspired and something will stir inside of you that will drive you to progress your photography business. With the help of the strategies in this book, the success you've envisioned for your photography business will be yours!

Photographer Case Studies

"I just wanted to share that I have been focusing on MINDSET this week and have been doing a 10 minute visualization first thing every morning and then setting my intention before each session on achieving at least \$XX as an average sale and . . . my sales have all been some of my highest ever and well over what they were just last week (and all at or above the amount I visualized).

Visualization has enabled me to focus on the positive things about my photography business, and has created a mindset shift to help be believe. I know visualization and goal setting works, and that anyone is capable of having greater success if they use these techniques." Meghan Hoff

"There were so many things holding me back from making my photography studio a success. By taking action, I eliminated creating fake 'busyness,' waiting for the "right" time etc. Following valuable and actionable advice, I found visualization initially very challenging but at the same time very effective. It requires a major leap of faith, and a shift in mindset to see the world differently. Not just the world, but one's place in it, one's own abilities, attitudes, etc, all seen through the lens of a possibility. "Yes - I can do this" or "yes, this is going to be my goal" can seem very daunting sometimes. Simple goals seem out of the realm of hope. At other times, things fall in place effortlessly, great blocks are removed" Warren McCormack.

"It took me a while but I have learned that visualization is paramount in whatever you do. Whether it is your photography business or anything else you have to "see it to believe it." It has the keys to your success. It exposed the pitfalls in my photography businesses, and I realized that I wasn't following a plan.

Controlling my mindset was the next step is what determined how much success I achieved. It isn't about splattering a market hoping to hit something. Many others try to explain it but they have never done the hard yards. They just report on others experiences. This is not one of those books.

Success is a process. A science. Bernie explains it here and it is backed up by his extensive career, and as you will learn, his success didn't come by chance. Do yourself a favor and practice goal setting and visualization. Your success depends on it". Gregory Williams

More About The Author

Bernie has over 40 years of owning three successful wedding/portrait photography studios, with a yearly turnover of almost a million dollars.

He created a unique “Soft Sell Portrait System” for portrait photographers that produces solid, predictable and consistent selling systems that has proven effective to maximize sales at all photography experience levels. He developed an “Album Planning System” that totally changed the way wedding photographers do their wedding album sales.

His “Bernie Style Facebook Ads” went viral and is being used by photographers around the world to create thousands of new leads and dollars.

Bernie is the creator of Advanced Success for Wedding and Portrait Photography to facilitate seminars for photographers and educate, and “The Photographers 5 Steps To Freedom System.”

Podcasts

Special guest on Photobizx (6 times), The Profitable Photographer, Beginner Photography (twice), Pro Photographer Journey (4 times), Six Figure Photography Photoprofit, and So You Want To Be A Photographer.

Philanthropy

Raised over \$150,000 for various charities through his initiative National Family Portrait Month, which is in its fifth year.

Disclaimer

While all care and diligence has been exercised in putting this book together, please understand that neither myself, my company, nor those associated with this book are responsible for the success or failure of any person or business who chooses to use its contents.

We don't believe in get rich quick programs; we do believe in hard work, adding value, and serving others exceptionally well.

This book is intended as a guide to direct and assist you to attain your business ambitions. As stipulated by law, in writing this book we cannot and do not make any results guarantees, or give professional or legal advice. It is the person reading this book who is totally responsible for any outcome in following any of the suggestions and ideas included.

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www.berniegriffiths.com

info@aswpp.com.au