

The Photo Managers Business Mastermind 2021-22

Create a Solid Photo Management Business with Confidence & Clarity

FOR: 15 professional photo managers ready to build a solid business foundation tailored to your exact strengths and vision.

WHEN: October 2021 - March 2022. You'll meet online every two weeks and the program concludes on Wednesday, March 23, at an all-day, in-person session the day before the annual conference in Denver begins.

WITH: Certified Life Coaches and solopreneurs [Lisa Bianco](#) and [Lisa Luken](#) will be your guides to ensure you take your business to the next level. Before becoming coaches, both were professional photo managers, giving them unique perspectives and insights. *They have been right where you are now!* This is their third year leading this program, uniquely designed for professional photo managers.

The Business Mastermind is a FUN course! Even online, it's highly immersive and interactive. It focuses on the following elements:

- **Behaviors** – Being a CEO is a lifestyle change. Form healthy new habits by discovering and using your strengths.
- **CEO Mindset** – to make decisions and stick to them.
- **Clarity** – to create a business around whom you want to help and the job you want.
- **Comfort Zone** – Living outside of your comfort zone is a requirement. It's not easy. We give you the tools to do it.
- **Confidence** – to do something you have never done before.
- **Connection** – To your colleagues who will support you and be your future accountability partners.
- **Productivity** – How to best use your time and energy to get things done and avoid procrastination.
- **Selling** – We call it serving. Learn how to create value to serve your clients best.
- **Strategy** – We meet together in-person to create a strategy for success.

- **Vision** – Create a visual map of what you want your business to look and feel like.

What's included:

- **Ten live (virtual) 60-minute Group Coaching Sessions** between October 2021 and February 2022. All sessions are recorded but you'll get the most out of them by attending live.
- **Full-Day in-person Final Strategy Session**, meeting for 6 hours, solidifying your goals and celebrating your journey.
- **Lunch and invitation-only dinner** on March 23, 2022 in Denver
- **Workbook** to document your journey and have future reference of your process.

A personal note from Lisa and Lisa:

Your first step in growing a business is believing in yourself and investing in your growth as a CEO of your photo management business. We understand that saying 'yes' can feel risky. Yet we know that you will reap the rewards of more clients and more money. You are in control of your success and can do hard things. We are your coaches, and we take it seriously and are here for you throughout the six months. Your success is our success! We have been delivering workshops for The Photo Managers since 2016 and are excited to be back again.

Testimonials

- Now I'm going to offer my services in a different way....It was an important step for me to leave my comfort zone and make a move forward in my business.
- As someone new to our profession, I walked into the Intensive [similar program, only much shorter; this was the old name] comparing myself to others who've been in business for years, concerned that I don't know enough and that I'm far behind. But during the Intensive my thinking changed, and I realized that those previous thoughts were no longer an issue. My journey is my own and I feel confident about my commitment and enthusiasm for where I am and what's to come.

- I learned I am not alone, that starting a business is challenging, and if you have the right mindset you can do anything.

Investment

The 6-month Business Mastermind is an add-on to the in-person annual conference, since it culminates in a day-long workshop during that event.

- \$800 plus Denver conference registration
- Monthly payment plan available
- If we do not have 12 participants signed up by 10/1/21, we will cancel the program and your full payment will be refunded.

[Click here for conference registration details.](#) Early bird pricing is in effect until 10/1/21.

Or, take advantage of the [Summer Exclusive Bundle](#) for savings on Conference 2022 + Profitability LIVE 2021. Add the Business Mastermind, and for \$1,524, you get two incredible events plus a 6-month intensive coaching experience...a great way to invest in your new business and set yourself up for success! **This bundle is available through 7/31/21.**