

Mentoring Sessions

with CARINA MAIWALD



Authentic input, communication, individuality - just to name a few things that are very important to me as both a teacher and student. Either way there is one quality that has the highest priority for me. It's honesty. I will not sugarcoat your business or skills, for this is the feedback you need in order to grow and truly evolve. My sincere feedback and knowledge will help you to perform photography on a new level.

After our session I want you to come home being motivated, inspired and ready for action. You will have the tools at hand and plans in your heart to reach clients who will appreciate you rather than only see you as a service provider. Together we will create a future you can be proud of.

During the last couple of years I collected lots of experience as a Mentor, therefore I offer you several concepts to choose from. Each offer gives a different angle and combines the subjects that collected provide the most value for you. If there is anything you want to adjust we're happy to apply changes.

I put all my heart into educating people around the world and want the Mentoring to be held in a stress-free and comfortable environment. Because of intense and individual preparations I merely offer a limited number of spots each month or tour.

In this brochure you can find important information about booking me as your mentor.

Why Carina?

BECAUSE EXPERIENCES ARE
MEANT TO BE SHARED



As a kid I always said „*When I grow up, I want to work with animals*“. But as often in life, everything ended up differently and I became a graphic designer. This helped me to improve my professional skills in composition and the science of color, which strongly shaped my career during the first years in photography. Still, I never felt truly free in the office, so I decided to turn my dream into reality. It was a long road, but every step of the way was worth it.

A few years later, now at the age of 27, I am ranked as one of the **Top 10 equine photographers in the world**, while my award winning artworks has been published by National Geographic, CNN, Horsemanship China, The Weather Channel, local TV shows and several magazines. Throughout the years a lot of things changed in my life, but one this is still the same: I am a girl that simply loves to spend time with horses.

The moment you stop learning is the second you stop living - a wisdom I truly believe in.

I am the right choice for you if you want to learn from one of the best equine photographers in the world how to produce emotional, expressive photos for private or commercial clients and how you transform a potential target group into the clients of you dreams. I want to show you that it's worth to trust your gut instinct and that you can achieve anything you want - you just need to know **how**.

Procedure

WHAT, WHERE & WHEN?



1. **Choose the location and date**

I heartily invite you to visit me in my hometown in Germany. I'm happy to assist you with any travel preparations and can also organise transfer from our local airport. If it's not possible for you to come to me, you can book a spot during my next trip in your region. Wherever you are in the world - I'd love to visit you to spread my knowledge.

2. **Selection of module**

After reading the complete brochure you might already know which mentoring concept you are interested in. If not, I am happy to help you pick the one that matches your needs.

3. **Questionnaire and preparation**

In order to prepare myself for your individual session, we will discuss your current situation and the goals you want to set for yourself. Additionally, you will receive a questionnaire which you can complete in your own time. Your answers will help me to assess you and your business to create solid solutions.

4. **The session**

Finally, the date has come - it's the day of your personal mentoring! If you come to visit me in my hometown you will be welcomed by my two furry assistants: Lissy and Alina. You will be provided with a package including writing material and a handout that contains all selected subjects.

If the mentoring is held at your (or another) place, we will discuss the procedure up front.

5. **After the session**

Needless to say I will be available for you after the mentoring to answer questions that might appear when you start to implement your new knowledge.



Your Mentoring

OPTIONS & MODULS

You feel like you haven't reached your full potential yet? You already know how to use the camera and are aware of the right moment to press the shutter release ... but you feel like your photos are lacking of emotion? You recognise there is a difference between the photos you are taking now and what you truly want to express - let's fill this gap together!

Possible subjects & included services:

- Portfolio-Review for advices on your current work
- Theory: Handling available light situations, image composition, science of color, expressive and emotional photography
- Practical: One photo session with a model where I explain how I work and how to master different circumstances, I analyse your work methods and help you optimise them
- Postproduction: I will share my complete workflow using the photo material we created before (storage of data, optimising in Lightroom, preparation for client preview, final and extensive retouch in Photoshop, export)
- Handouts, snacks/drinks, vegetarian meal & transfer during the Mentoring session

Overall 7 hours of Mentoring

Investment: 1.450 € incl. VAT p/P

(We offer a package including airport transfer and accommodation - let us know if you're interested)

Did you ever think about how potential clients look at what signals you emit? It's important to know your target group as if it was your family to create actions that attract their attention and emotionally commit them to your business. However, this module includes so much more than optimising the communication between you and your audience: You planned a certain project or offer and don't know how to market it properly? Together we will develop a solid timetable to achieve your goal and how to find work that truly fulfills you. Become the creator of your future and shape your business in a way you always dreamt of.

Possible subjects & included services:

- ▶ Portfolio-Review for advices on your current work
- ▶ Marketing for your target group: Profiling, how to find your dream clients
- ▶ Drafting a marketing plan (pricing, advertising methods and more)
- ▶ Creating an individual workflow to handle your clients and time management
- ▶ Analyzing and optimising your visibility (website, social media, offline marketing and more)
- ▶ Handling your customers and photo sessions (rhetoric, discontent clients)
- ▶ Planning, scheduling, selling and presenting a photo project
- ▶ Emotional marketing and storytelling as a magnet for your audience
- ▶ Designing an intuitive goal-plan and its implementation
- ▶ Exchanging experiences from my past projects, travels and photo series

Overall 6 hours of Mentoring

Investment: 1.820 € incl. VAT p/P

+ **Option:** Add 2 hours of postproduction! (All together 8 hours of mentoring incl. VAT for 1.980 €)

(We offer a package including airport transfer and accommodation - let us know if you're interested)

A close-up photograph of two horses rearing up on their hind legs. They are facing each other, with their heads tilted upwards and their mouths slightly open, appearing to nuzzle or interact. The horses have a mix of brown, grey, and white fur. The background is a soft, out-of-focus natural setting.

Specials

A GEMSTONE
FOR YOU

Carina Meinwald
EQUINE IMAGES

During the past years I visited several populations of wild horses around the world and found a feeling of freedom and connection with them. Close to my hometown (2 hours of driving) there is a program that tries to reintroduce wild Koniks into their origin habitat. This concept can be seen from different angles: How much interference of humans should be allowed? Besides ethical questions, we train our ability to see the right moment for photos and improve our skills to create photos without staging or intervention. Learn to trust your instinct.

Of course I won't let you jump in at the deep end - the day before visiting the horses I will introduce you to my philosophy of photography, give advices for taking photos of wild and domestic horses and share my experience from past photo projects. The subjects of the theory classes will be adjusted to your skills and level of photography.

Possible subjects & included services:

- 1. Day (beginning at noon):**
 - Portfolio-Review for advices on your current work
 - Theory: Handling light situations, composition, science of color, wild and domestic horses als motifs
 - Sharing my experiences with photo projects and travel trips
- 2. Day (at noon):**
 - We leave for the wild horses around noon
 - We spend the day taking photos of the horses, observing the herds and enjoying their company
 - We drive home in the evening (depending on weather circumstances)

Investment: 1.750 € incl. VAT p/P
Available for two people with special offer: 1.550 € p/P

(We offer a package including airport transfer and accommodation - let us know if you're interested)

Intense Mentoring | 2 DAYS: FULL SPEED AHEAD

2 days full of inspiration and input - this is the perfect choice if you want to get started as quickly as possible. All possible subjects will be combined which leaves no question unanswered. The topics will be individually adjusted to your level of knowledge and state of your business. In order to help you fully focus on your advancement I organise accommodation (optionally 2) and all meals for you.

Possible subjects & included services:

→ Overall 2 complete days of mentoring (including 2 nights in a double bedroom in a hotel)

- ▶ Portfolio-Review for advices on your current work
- ▶ Theory: Handling available light situations, image composition, science of color, expressive and emotional photography
- ▶ Practical: 1 individual photo sessions
- ▶ Postproduction: My complete workflow in Lightroom and Photoshop (storage of data, optimising in Lightroom, preparation for client preview, final and extensive retouch in Photoshop, export)
- ▶ Marketing: Profiling and attracting the clients of your dreams, drafting a marketing plan (pricing, advertising methods and more), analyzing and optimising your visibility (Website, Social Media, Offline-Marketing and more), handling your customers and photo sessions (+ rhetoric, discontent clients), designing an intuitive goal-plan and its implementation, sharing experiences from my past projects, travels and photo series
- ▶ Handouts, snacks/drinks, meals, transfer for photo sessions

Investment: 3.450 € incl. VAT p/P

Available for two people with special offer: 2.950 € p/P

(We offer airport transfer - let us know if you're interested)

I put all my heart into educating people around the world. It's quality over quantity, which is why I only offer a limited number of spots each month or tour. I don't offer skype/online coachings because I want to teach without digital barriers. Knowledge needs to be experienced.

A photograph of a brown horse rearing up on its hind legs in a field. The horse is captured in profile, facing left. Its front legs are tucked up towards its chest, and its hind legs are extended back. The horse's coat is a rich, dark brown, and its mane and tail are black. The background is a soft-focus landscape of trees with autumn-colored leaves in shades of orange, yellow, and brown. The ground is covered in dry grass and fallen leaves. The overall lighting is warm and golden, suggesting late afternoon or early morning.

Carina Meinold
EQUINE IMAGES

Ready to start?

DAY ONE OR ONE DAY
- YOU DECIDE!

Let's chat! | GET IN CONTACT

If you are interested in booking me as your mentor feel free to write me. My Personal Assistant Caro and I will answer your request personally within the next days.

I'm looking forward to your message and hope to meet you in person soon!

You can fill in the official form on my website

Carina

or directly send a mail to team@carinamaiwald.com

