

**DID YOU REACH YOUR PERSONAL GOALS THIS YEAR?**





## HI, WE ARE AIDA & TIM

Wedding photographers/videographers based in Constance, Germany.  
We love capturing intimate weddings and elopements throughout Europe!

Our many years in business has helped us collect a wealth of knowledge and experience in this industry.  
We enjoy sharing what we have learned in a variety of ways:

Since the past five years, we have been taking on a number of young interns (normally 16-18 years old) and mentoring them during the summer. It is such a joy to see that some of them have gone on to finance their further studies by photographing weddings on the side.

Last year, we held a 3-day portfolio-building workshop in Corsica, France. It was such a blast! And the best part is that we are still in good contact with the participants. Actually, the photo above was taken by our model/participant [Marianne Bohn](#).

Since the beginning of 2019, we are a part of the [Beloved Stories](#) team. We share educational blog posts and interview established and up-and-coming photographers from all over the world! Be sure to check them out to gain a deeper insight into various topics pertaining to wedding and portrait photography.

In the month of November, we will be sharing four blog posts that we feel are relevant and valuable to a number of photographers and videographers. We truly hope that you will benefit from the content that we are providing.

And be sure to scroll down to the last page, we have a special product coming out soon!

## DID YOU REACH YOUR PERSONAL GOALS THIS YEAR?

As we quickly approach December, it is a great time to reflect on the past year. Look back at how far you have come and the various experiences that you got to be a part of. What were your highlights? What didn't go as you wished? Also, take the time to assess which of your personal goals you were able to accomplish, and which ones were left on the side-lines.

The question is, why were you unable to accomplish those goals? Was it a lack of motivation or a lack of time? As a photographer/videographer, wearing different hats to run a successful business, time is not necessarily abundant. Nevertheless, by having the right mindset, implementing systems and becoming more organised, it is possible to free up enough time to pursue personal goals.

Is this something you have been struggling with? Are you looking for ways to win back time in your life and dedicate your energy to pursue other things beyond your current business?

Taking the following measures could help you do just that:

### 1. Set Priorities

Yes, your business and clients matter! But you also matter! Your personal needs should also become a priority and not be ignored. Are you taking on more jobs/projects than necessary? Do you need to start implementing the art of just saying no? Because, remember by saying no to something, you have the opportunity to say yes to something else.

And be mindful of the fact that when setting goals, it is smart to prioritise and rank which ones are the most important. Don't overwhelm yourself with a long list of goals – try to stick to three to five goals at a time.

### 2. Make Time

Do you often find yourself claiming that you don't have enough time? Do you keep complaining that you are constantly busy? Nope, being busy is not a badge of honour and it is high time to change that. By working smarter, and not harder, you can gain back the time that you so desperately need. Figure out which aspects of your business are eating up your time. And then examine ways to find efficient and creative solutions. Use different tools like project management systems and planners to schedule your various to-dos.

### 3. Create an Accountability System

When setting goals, be realistic about the feasibility of accomplishing them within the time-frame that you have given yourself. Write them down and make a plan regarding the action steps required to accomplish them. Ensure that your goals are clear and actionable. Build in quarterly review sessions to assess how far you have come. By tracking and evaluating your progress, you can make the necessary adjustments to keep moving forward.

Additionally, it helps to tell people that are close to you about your goals. They can act as an accountability buddy, increasing your chances of following through with your goals.

Lastly, ask yourself, what the consequences are of NOT accomplishing your goal(s). Will there be significant repercussions? If so, this should prove to be motivation enough to do what it takes to reach your goal(s). Moreover, focus on the incentives for accomplishing your goal(s).



To help you further in the future

WE ARE

INTRODUCING

# MY WEDDING SEASON PLANNER

FOR PHOTOGRAPHERS & VIDEOGRAPHERS

This physical planner will help you get better organised!  
In addition, we will provide you with productivity tips  
and sheets to assist you with annual and weekly planning!



Moreover, the Client Information Overview and Post-Processing Workflow pages  
(for 50 clients) will help you keep track of your work - leading to  
an elevated client experience! There is also space for writing and tracking your goals.

## Sign-up for our Newsletter

**to be one of the first to know  
when the planner is released!**

There will only be **50 Planners available in English**  
during the few days when we will be selling them **in 2019!**

**Early-Bird price of 49 Euros (incl. tax, plus shipping)!**

The price goes up to 59 Euros (incl. tax, plus shipping) in 2020  
for the new batch of Planners!

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