



Sacha Blue

P H O T O G R A P H E R

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As an experienced and innovative wedding and portrait photographer I am seeking 2-4 people who are looking for a fun and rewarding way to spend the summer learning about what it takes to run a successful photography business.

Ideal candidates will be extremely trustworthy, reliable, eager to learn more about both the artistic and business sides of photography, and able to commit to at least three days a week for at least one quarter. Specific dates and hours are relatively flexible as I know school/vacation schedules vary. I'm not a big corporation and am willing to accommodate the scheduling needs of someone I feel would otherwise make a great candidate.

While this is not a paid position I am not simply looking for a summer of free labor. I am hoping to help someone gain real world on the job experience while receiving guidance and knowledge that will help them create their own sustainable photography business.

The subjects covered will be tailored to those selected and what they are most interested in learning but may include the following:

Technical, artistic, and interpersonal aspects of people photography

Defining yourself as a photographer and business person

Marketing to attract the clients you want to work with

Running a business to make money - not tax deductions

Day to day business operations – keeping organized, keeping accountable, keeping in contact

Digital image management and product design

One day a week will be devoted to your professional development. We will likely alternate with one week focusing on developing your skills as a photographer and the next work on developing your skills as a business person. The remainder of the week will be spent working on projects that help you refine and master your new skills and assisting with the day to day needs of my business.

The amount we will be able to cover is largely dependent on what skills you already have, the speed at which you learn, and how much time you have to put into the program. You may participate part time or full time. Someone who participates full time (approx 35-40 hours a week) for 10-12 weeks will likely end with the skills listed above as well as:

An identity for your business (name, brand, mission)

A plan for developing and marketing your business

A plan for what products and services to offer and how to price them

A diverse set of photographs for your portfolio

Experience working in a real photography business including marketing, shooting, editing, and selling

An efficient workflow from event preparation to final product delivery

The ability to use Lightroom, Photoshop, and other programs to color correct and enhance your images

A blog and/or website

The knowledge to optimize your blog/website for search engines and maintain a good user experience

An exposure kit full of contacts for getting your work published and recognized

A marketing kit full of ideas for growing a portrait and/or wedding photography business as well as their associated costs and real world experiences with each

A supplier kit which contains information on all of the suppliers I use within my business as well as other great companies I have either used in the past or have researched for future use

Experience in client communications – from inquiries to delivery of final products

A solid understanding of why the business side is more important than the photography

Requirements:

In addition to the characteristics mentioned above I need you to be comfortable around dogs, children, and swimming pools. You need to be familiar with Windows XP based computers. You must be fluent in English and have the ability to speak and write in a professional manner. You do not need to be in school to participate but I will be happy to work with current students to acquire credit for their work as an intern. If you are under the age of 18 you will need parental permission.

My main office is in my home on Mercer Island and I meet with clients at a second office in Seattle near Greenlake. Both locations are easily accessible by bus and have plenty of parking for those who drive. I am very casual on a day to day basis but a professional appearance is required when working with clients.

Application Process:

To apply please write to me at sacha@sachablue.com with "Summer Internship" in the subject field and include a letter that covers the following:

Why do you want to participate in this program?

What do you hope to learn?

What photography experience do you have?

What software are you proficient using (Photoshop, Lightroom, etc.)

What genre of photography most interests you?

Why should you be selected? What sets you apart from other aspiring photographers?

How many days/hours per week can you realistically put into this program?

Do you have any known scheduling conflicts (class, job, vacation, etc.)

Where would I find samples of your work?

How can I contact you?

Those interested should apply as soon as possible with top candidates being interviewed no later than June 5th and final selection by June 10th. The internship start date is flexible but will be around July 1.