

PATH TO IMPACT

MAP MAKER

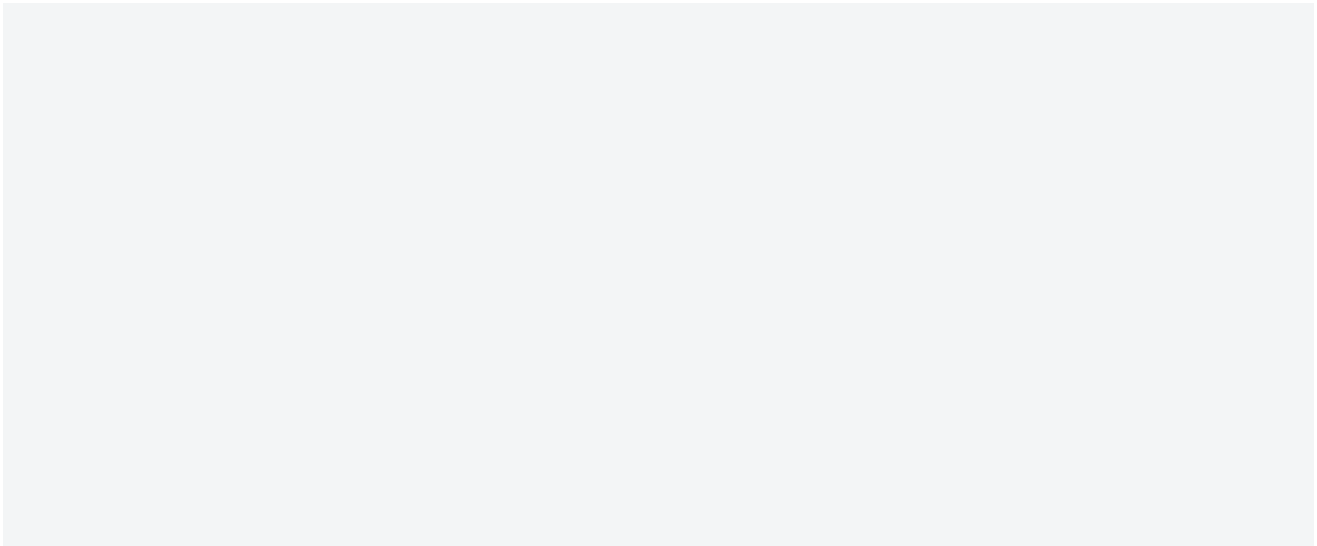
BREAK THROUGH CREATIVE BARRIERS
AND BUILD YOUR PERSONALIZED
ACTION PLAN TO BECOME A
SUCCESSFUL PURPOSE-DRIVEN
VISUAL STORYTELLER



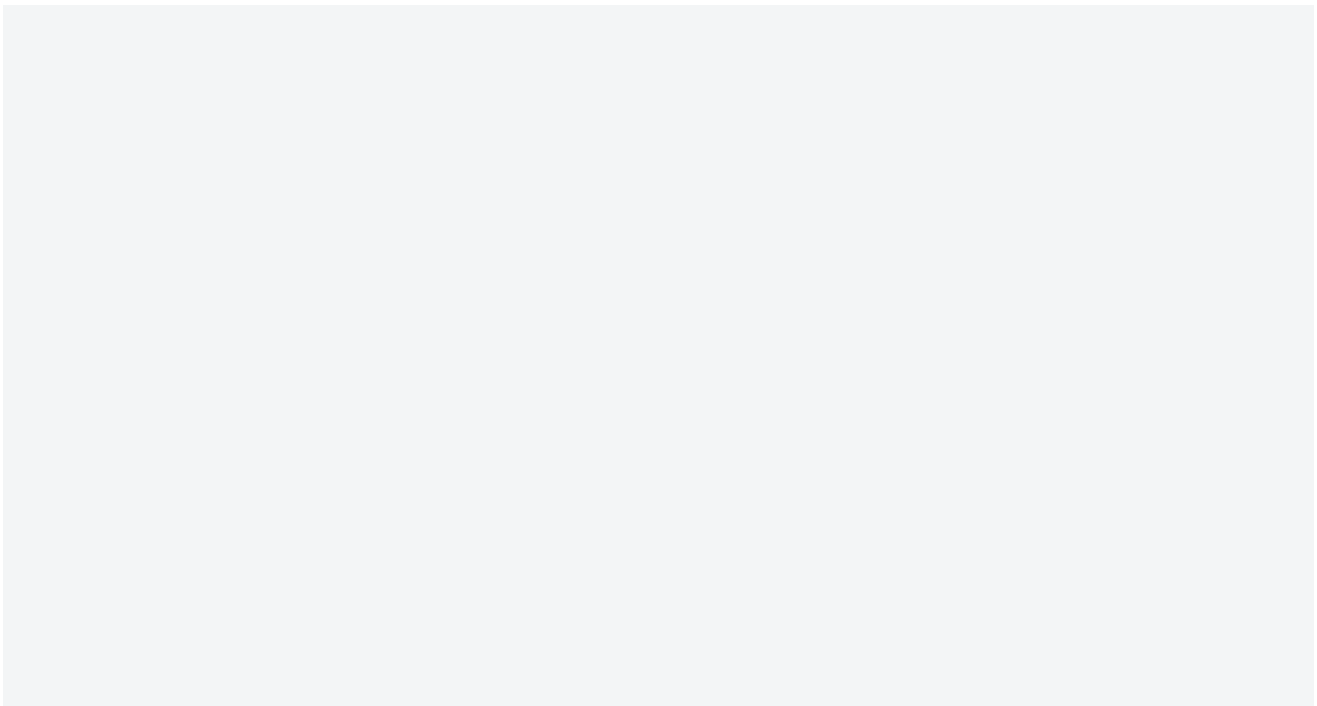
CONSERVATION
VISUAL STORYTELLERS
◇ ACADEMY ◇

STEP 1: MINDSET LEAP LIMITING BELIEFS

Imagine where you'd like to be 5 years from now as a visual storyteller. What does your ideal future look like? **Nothing** is too big or bold. Write it all out.



What skills do you have right now that you can apply to achieving your vision? Think back to your quiz results - dig into your natural talents, tendencies and passions and write out everything you already bring to the table.



STEP 1: MINDSET LEAP LIMITING BELIEFS

Now write out everything that you believe is in the way between you and your vision. What do you feel is stopping you? Be honest - add everything you can think of. *Remember, naming something gives you the power to change it.*

Wonderful! You just wrote out everything that you believe or feel is in the way. These are your limiting beliefs, and you've named them. Nice work!

Now, what's **really** stopping you? Look at each limiting belief above, and dig deeper into the underlying emotions, biases or assumptions that create that limiting belief. *When you get at the heart of a limiting belief, you can reframe it, and flip it into an empowering mindset that drives creative action.*

STEP 1: MINDSET LEAP LIMITING BELIEFS

What will you do to support and encourage yourself when you feel a limiting belief surface? How will you reframe that limiting belief into an empowering mindset?

Example: When I feel fear that "I'm not good enough as a photographer to stand out from the crowd," instead of feeling deflated, I'll ask myself what I will learn or make today that will keep me moving forward.

With limiting beliefs out of your way, what skills do you most want to master to help you achieve your vision of the future?

STEP 2: MOTIVATION YOUR WHY

When you're clear on exactly why you do this work, you can stay motivated through any challenge, from practical problems that pop up to limiting beliefs that linger in the background.

Take the time to reflect, to dig deep and identify exactly what is at the core of why you want to be a visual storyteller. Put it into words. Then, whenever you're feeling stuck or especially challenged, return to your why.

Use your why as your North star, a powerful reminder that reenergizes you to keep going, and keeps you moving in the right direction no matter the odds or obstacles.

STEP 3: MASTERY YOUR ONE BIG IDEA

Now that you've kicked your mindset into mega-productivity mode, and found the motivation that's driving you forward, it's time to get to work and build skills for focusing on your creativity. Here's my favorite exercise for finding your ONE next big thing to work on.

Throw Yourself a Post-It-Party

Get all your great ideas out of your head and let the best one rise to the top.

It's easy to fall into the trap of thinking that it's hard to find photo stories you're excited about and can make an impact on audiences.

Truth is, great stories are unfolding right where you're standing. You just need the opportunity to recognize them. That opportunity is a party! A Post-It party, to be exact.

This process helps to reveal all the potential stories that are happening nearby, and gives those ideas room to breathe so the best one - the one you're most excited to work on - can rise to the top.

The most critical step of this process is to get into the right mindset before you begin:

ALL ideas are worthy of writing down! Even the boring ones. Even the big, bold, bonkers ones. You never know what you'll realize or finally understand about that idea once it's out of your head.

STEP 3: MASTERY YOUR ONE BIG IDEA

Step 1: Gather Materials

Grab a large pad of Post-It notes, a pen or colorful marker, and a timer. You'll also need a large flat space like a bare wall, door or window.

Step 2: Set A Timer

Set your timer for 20 minutes. Shut down all distractions. Close the door, turn off your phone, shut down that laptop or tablet. Give your creative mind the distraction-free space to roam.

Step 3: Brainstorm

Start your timer and start writing. Use one Post-It per story idea. Anything and everything you can think of that's happening in your area is fair game. Jot down interesting people you could profile, events, organizations, concepts to explore, places, species, services, studies, recent news items... Everything is a potential story.

Step 4: Rearrange

Once your brainstorming is done, arrange the Post-Its so that the ideas that spark your interest most are placed toward the top. Don't throw any away yet! Just sort them.

Step 5: Reduce

Over the course of the next few days, research a few of your favorite ideas. Are there any you're excited and able to turn into a story? Slowly begin to remove any of the ideas that you definitely aren't motivated to work on, or that aren't likely to pan out.

Step 6: Decide

By the end of the week, you should have three or four ideas that have risen to the top. You're excited at the idea of working on them, and you've done some digging and found that you definitely see story potential there. **Pick your ONE favorite**, and that's the story you'll begin. You'll have several more waiting in the wings as well. Hooray!!



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INSPIRATION TRIGGERS

for your next visual story

1. Profile a volunteer at a local nonprofit organization and the work they do as an individual to assist the organization's mission
2. Profile a place that has special meaning or impact to your local area
3. Document a local conservation issue with a big picture impact
4. Set up a DSLR camera trap in your yard to document animal visitors and create a story about local wildlife diversity
5. Document a local education effort that gets kids outside to learn about nature
6. Document a habitat restoration project from start to finish and create a before-after series to show how the project has benefited your local area
7. Document a community garden and the people who help keep it growing

MORE IDEAS!

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DIG DEEPER

Level up your mindset, motivation and mastery! These episodes of **Impact: The Conservation Photography Podcast** will do the trick!

5 Ways to Improve Your Photos Through Storytelling

 → ConservationVisuals.com/149

4 Ways Local Photo Stories Grow Your Photography Skills

 → ConservationVisuals.com/147

How to Create Personal Narrative Photo Stories That Viewers LOVE

 → ConservationVisuals.com/111

7 Photo Stories All Nonprofits Need That You Can Photograph

 → ConservationVisuals.com/101

**READY TO LEARN EXACTLY HOW TO FIND, PHOTOGRAPH & PITCH
A POWERFUL PHOTO STORY?**

Your roadmap awaits → ConservationVisuals.com/Stories

HEY THERE, I'M JAYMI!

Look at you, so fired up and ready to create conservation stories. Rock on!

You're in such an amazing place right now - so full of energy and enthusiasm.

From the time I first picked up a camera to document wildlife, I've felt the need to put images to work for the benefit of the natural world.

So that pull you feel? The one that drives you to do something impactful with your photos and films?

Yeah, I am right there with you.

After 15 years working as a professional wildlife conservation photographer and a photo editor for nature-focused publications, I realized that so many photographers want to make a positive difference... and have no idea how.

That's when I knew I wanted to help fellow purpose-driven visual storytellers get their fill of ongoing creative and professional development.

I founded Conservation Visual Storytellers Academy to train photographers and filmmakers who have a passion for nature, conservation and science.



Training and coaching extraordinary visual storytellers every day **fires. me. UP.**

And I'm thrilled that I now get to work alongside you!



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TAKE THE NEXT STEP



PHOTO STORIES FOR NATURE

Master how to find, photograph and pitch a powerful photo story without the overwhelm of where to start, the stifling insecurity about getting the "right" images, or frustrating confusion over how to connect with audiences and editors.

Whether you're brand new to the scene or want to take your skills to the next level, you likely already know that you need a system for discovering and photographing fresh stories plus a strategy to get them into the world.

Photo Stories for Nature is your complete road map with step-by-step instruction to get from the spark of an idea to polished photo story.

[ConservationVisuals.com/Stories](https://www.conservationalvisuals.com/stories)