

5-STEP PORTFOLIO EDITING WORKSHEET

Create Pitch-Ready
Photography Portfolios on Repeat



CONSERVATION
VISUAL STORYTELLERS
♦ **ACADEMY** ♦

GETTING STARTED

You'd think after planning, shooting and processing your images, the hard part is over.

Actually, one of the most important and difficult steps awaits you. <Unleash the Ughhh>

Polishing your portfolio into a tight, cohesive, effective set of images is an agonizing but vital part of high-quality visual storytelling.

I know that dread. I know it well.

You have a new opportunity – a pitch or an application – and you need to pull together a portfolio of work to go with it. Or maybe you just want to present your best work on a refreshed website.

This portfolio is going to say something big about you. In fact, it says everything about you as a photographer.

No pressure, right?

And icing on the cake... You have hundreds, even thousands of images that need to be whittled down to the dozen or so that will be the key to this door of opportunity.

How are you supposed to pull out only the best?!

The questions start spiralling in your mind:

Which of them even are your best? Which of them go well together? How many photos is enough and too much to include? How should you order them? What is your portfolio supposed to say about you?

It's tempting to just slump down in your chair at this point. I know it's not easy... but this is so doable.

You just need a process to tackle this task piece by piece. And I outline that process for you here ↓↓↓

<https://ConservationVisuals.com/3>

Go to that link to learn the step-by-step process in two ways: via the article or by listening to the podcast episode.

Choose whichever one suits your learning style best, print out the worksheet on the next page, and away we go!

PORTFOLIO EDITING WORKSHEET

STEP 1: Purpose

What is the purpose of your portfolio? Who will ultimately see the portfolio, and what is your goal for how they respond?

STEP 2: Wide Edit

Thoughts on what images should be included. Are you including wide shots and detail shots, a range of colors, and the right subject matter?

STEP 3: Final Selects

List who you'll recruit to help with constructive critique of your portfolio, including when you've contacted them and when you'll follow up.

STEP 4: Ordering Images

Are you working toward visual flow or story flow? Outline how you want your portfolio to flow here. ***If you need a refresher on flow, listen to Episode 3 here: JaymiH.com/3***

STEP 5: Review & Reorder

List who you're showing your final portfolio to for feedback, including when you've contacted them and when you'll follow up.

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 10 years working as a writer and photo editor, I went full-time into conservation photography. I realized that so many photographers want to make a positive difference... and have no idea how.

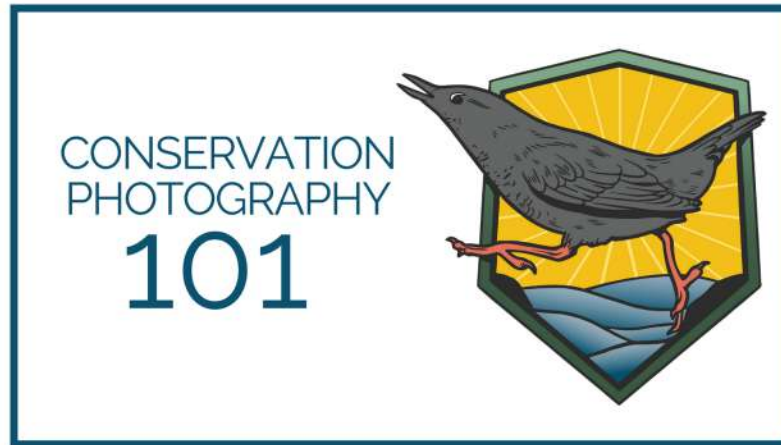
That's when I knew I wanted to help fellow conservation visual storytellers get their fill of ongoing creative and professional development.

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

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



TAKE THE NEXT STEP



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

Conservation Photography 101 is your complete road map with step-by-step instruction to get from the spark of an idea to polished photo story pitch.

By the time you finish this course, you'll be able to



Create

Know how to hone a winning idea that has a clear and unique angle, and master the steps to mapping your story from concept to publication.



Shoot

Understand the elements of storytelling images, and how to achieve them. Confidently work with collaborators in the field.



Pitch

Know the strategies for finding the perfect publication for your story. Craft attention-grabbing pitches that have editors rushing to say, "Yes!"

[CONSERVATIONVISUALS.COM/ENROLL](https://conservationvisuals.com/enroll)