


PROJECT PLAN

Step 1: Conceptualization and Planning

The first step in your journey is to have a clear concept and a well-structured plan for your project. Your idea of capturing portraits of everyday women, celebrating their lives, and sharing their advice to their younger selves is a powerful concept. The title and tagline are evocative and engaging. As for the planning, consider things like your timeline, budget, and resources.

1.  **Timeline:** Establish a realistic timeline that accommodates unexpected delays. This timeline should consider the time needed for casting, shooting, editing, designing the book, and the publication process.
2. **Budget:** Account for all potential costs, including photography equipment, studio rental (if necessary), staff wages, makeup and hairstyling services, post-production editing, book design, printing, marketing, and distribution.
3. **Resources:** Evaluate the resources you currently have at your disposal and what you might need to acquire. This includes photography equipment, a studio, a hair and makeup team, an editor, a book designer, a printer, and a distributor.
4. **Staffing:** If you're planning to hire staff for hair and makeup, or for post-production editing, ensure to hire people who understand and are enthusiastic about your project's vision.
5. **Book Design:** Start to visualise how you want your book to look. This includes decisions about the book's size, the quality and type of paper, the cover design, and the layout of the photos and text.

Step 1: Actionable Tasks

1. Finalise the project concept, its title, tagline, and the layout of the book.
2. Develop a project timeline outlining each stage and deadlines.
3. Calculate a detailed budget considering all costs, including production, post-production, and publication.
4. Assess and list your current resources such as photography equipment and studio space.
5. Identify any resources you may need to acquire or hire, including a makeup and hairstyling team, book designer, or editor.
6. Begin a search for a hair and makeup team and a book designer, if necessary.
7. Decide on the size and quality of the book, including the paper type.

8. Design a draft layout for how you want the photos and texts to be presented.
9. Determine how many women you will need to photograph to fill your book.
10. Draft a contract or agreement to protect your rights as a photographer and publisher.

Step 2: Casting

The next step is to find your subjects. This will require a casting process, which could be done through an open call on social media, local community groups, and word of mouth. You could reach out to women's organisations, charities, and local businesses.

1. **Open Call:** An open call on your professional and personal social media pages would allow potential subjects to self-nominate. It would also be a good opportunity to share your vision and purpose for the project.
2. **Community Engagement:** Reach out to local community groups or organisations where you may find women who fit your criteria.
3. **Charity Partnerships:** Forming partnerships with women's charities can both help you find subjects and provide a way to give back to the community.
4. **Local Businesses:** Local businesses may be willing to help spread the word about your project, especially if their customers fit the demographics of your potential subjects.
5. **Word of Mouth:** Encourage friends, family, and current subjects to recommend other women they know who would be perfect for your project.

Step 2: Actionable Tasks

1. Create a casting call post for your social media platforms detailing the project and the type of subjects you're looking for.
2. Reach out to local community groups or organisations to inform them about your project and ask for subject referrals.
3. Contact local businesses to propose partnerships or ask for their help in spreading the word about your project.
4. Collaborate with women's charities to help you find potential subjects and form beneficial partnerships.
5. Ask friends, family, and existing network for referrals.

6. Set up a system to handle responses and applications from potential subjects.
7. Screen applications and select women that fit your criteria.
8. Schedule initial meetings or calls with selected women to explain the project in detail and gauge their interest.
9. Create and distribute a gift voucher for a free portrait session and a credit towards portrait purchases.
10. Schedule the pampering and photoshoot sessions.

Step 3: Photography

Once you have found your subjects, the photography process begins. This includes the day of pampering and the photoshoot itself. It's crucial to create a comfortable, fun environment for your subjects, which will translate into the photographs.

1. **Pampering Session:** To ensure a relaxing experience for your subjects, coordinate closely with your hair and makeup team.
2. **Photography Session:** During the session, guide your subjects through the process, helping them pose and feel confident in front of the camera.
3. **Post-Production:** After the session, select and edit the best shots. Always keep in mind your book's layout when making your selections.
4. **Feedback:** Share your selected images with your subjects. Their feedback can help ensure their story is accurately represented.
5. **Communication:** Throughout this process, maintain open and empathetic communication with your subjects. They should feel valued and respected at all times.

Step 3: Actionable Tasks

1. Confirm all bookings for pampering and photography sessions.
2. Create a comfortable and inviting space for your subjects during their pampering and photoshoot session.
3. Coordinate with the hair and makeup team on the day of the shoot to ensure a smooth pampering process.
4. Guide your subjects through the photography session, helping them feel at ease in front of the camera.

5. Capture a variety of shots for each woman to have options during the selection process.
6. Conduct post-production editing to enhance the chosen photos.
7. Share selected photos with each subject for feedback.
8. Make any necessary adjustments based on the feedback received.
9. Ensure that all photos are stored safely and organized for easy access.
10. Acquire signed model release forms from each subject to use their images in your book.

Step 4: Book Design and Layout

This stage involves putting together your images and accompanying texts into a book format. You will work with a designer or do it yourself using book design software.

1. **Image Selection:** Begin by choosing the photos for each woman's section.
2. **Text Incorporation:** Include each woman's story, advice, and the styling details in a thoughtful and well-written manner.
3. **Book Layout:** Arrange the photos and text in a way that flows naturally and visually balances each spread.
4. **Cover Design:** The cover should reflect the theme and mood of the book and be captivating enough to draw potential readers in.
5. **Proofreading and Final Checks:** Before the book goes to print, thoroughly check for any spelling or grammar mistakes, image quality issues, and overall design problems.

Step 4: Actionable Tasks

1. Finalise the selection of photos for each woman's section.
2. Write the accompanying text for each woman's section, capturing their story and advice.
3. Arrange the photos and text in your predetermined layout.
4. Design a captivating cover for the book, consistent with the project's theme.
5. Incorporate the styling details for each woman into the layout.
6. Work on the overall design aesthetics to ensure the book is visually pleasing.
7. Conduct a thorough proofreading to check for spelling or grammar errors.

8. Check the quality and resolution of all images to ensure they appear as intended in print.
9. Obtain feedback on the book design from trusted peers or professionals.
10. Prepare the final version of the book for print.

Step 5: Publication and Marketing

The final step is getting your book published and into the hands of readers. Consider various publication avenues, like self-publishing or working with a traditional publisher. As for marketing, use your platform and networking opportunities to promote the book.

1. **Publication:** Research self-publishing platforms, traditional publishers that specialise in photography or women's interest books, and on-demand printing services. Consider the cost, control over the final product, and distribution network of each option.
2. **Marketing Strategy:** Develop a marketing strategy that includes social media promotion, book launch event, collaborations with women-centric brands, and outreach to media outlets.
3. **Pre-orders:** Offering pre-orders can help gauge interest and generate early sales.
4. **Book Launch:** Organize a book launch event. Invite your subjects, their families, local press, and the public.
5. **Sales Points:** Your book could be sold online (Amazon, your professional website), in bookstores, and in women-centric shops.

Step 5: Actionable Tasks

1. Research and decide on your publishing platform based on cost, control, and distribution network.
2. Develop a comprehensive marketing strategy incorporating social media promotion, collaborations, and media outreach.
3. Set up a pre-order system on your website or chosen sales platform.
4. Plan a book launch event, including securing a venue and sending out invitations.
5. Reach out to women-centric brands for potential promotional collaborations.
6. Send press releases about the book launch to local media outlets.

7. Update your professional website to feature the book and provide information on how to purchase it.
8. Regularly post about the book on your social media platforms, sharing behind-the-scenes images and stories to build anticipation.
9. Contact local bookstores and women-centric shops to propose carrying your book.
10. Follow up on all marketing efforts and adjust strategies based on responses and sales.

Common beginner mistakes to avoid include underestimating the time and budget, neglecting marketing and sales strategies, insufficient planning, and failing to obtain proper permissions and releases from your subjects. These can be avoided by diligent planning, open communication, and seeking advice when necessary.

PROJECT TIMELINE

June 2023: Conceptualization and Planning

- Finalise the project concept, layout, and title.
- Draft your timeline and budget.
- Start gathering resources and building your team.

July 2023: Casting

- Begin casting for your subjects through various channels.
- Screen applications and select suitable women.
- Schedule initial meetings or calls with selected women.
- Issue gift vouchers and schedule photoshoot sessions.

August - October 2023: Photography

- Carry out pampering and photoshoot sessions.
- Capture a variety of shots for each woman.
- Begin post-production editing.

November 2023 - January 2024: Book Design and Layout

- Finalise the selection of photos for each woman's section.
- Write the accompanying text for each woman's section.
- Arrange the photos and text in your predetermined layout.
- Design the book cover.
- Incorporate the styling details for each woman into the layout.
- Proofread for spelling or grammar errors and check image quality.
- Prepare the final version of the book for print.

February - March 2024: Publication

- Research and decide on your publishing platform.
- Finalise the book design for publication.
- Submit the book for publishing.

April 2024: Marketing and Pre-orders

- Develop a comprehensive marketing strategy.
- Set up a pre-order system.
- Send out press releases about the book launch to local media outlets.

May 2024: Book Launch and Sales

- Organise a book launch event.
- Begin selling the book at selected points, online and in physical stores.
- Monitor sales and feedback, and adjust marketing strategies as necessary.

By breaking the project down into manageable tasks and spreading them out across the year, you should be able to complete your book in your desired timeframe. Remember to build in some flexibility to allow for unexpected delays or challenges.

EXAMPLE PROPOSAL

Title: FIERCE: When Was the Last Time You Truly Loved a Photograph of Yourself?

Author: [Your Name]

Overview

"FIERCE" is a unique photographic journey that captures and celebrates the lives of 40 extraordinary everyday women, often overlooked by mainstream media. Each portrait offers a glimpse into their stories of strength, resilience, and beauty. Paired with insightful advice these women would give their younger selves on body image, confidence, and beauty, this book takes the reader on an inspiring journey of self-discovery and empowerment. It aims to encourage women to embrace their beauty and worth, just as they are, right now.

Audience

This book appeals to women of all ages, especially those over 30 who often see themselves underrepresented in visual media. Furthermore, it resonates with anyone interested in contemporary portrait photography, inspirational stories, and societal discussions around body image and self-confidence.

Unique Selling Points

Authenticity: Features real, everyday women and their stories, not professional models.

Inspiration: Provides inspiring advice from each subject to their younger selves, fostering empowerment and self-confidence.

Transformation: Each section visually captures the transformation of the subject from a plain "before" portrait to the final glamorous shot, symbolising the power of self-love and acceptance.

Author Bio

[Your Name] is a renowned fine art portrait photographer based in the UK. Known for his/her striking portraits and deep connection with his/her subjects, [Your Name] skillfully uncovers the unique beauty in every individual.

Marketing and Promotion

The author plans to leverage his/her established social media presence and professional network to promote the book. This will include collaborative promotions with local businesses, women-centric brands, and charities. Furthermore, the author plans to offer pre-orders and organise a high-profile book launch event. Press releases will be sent to local and national media outlets.

Comparable Titles

"FIERCE" is reminiscent of other successful portrait photography books such as "The Atlas of Beauty" by Mihaela Noroc and "Strong Is the New Pretty" by Kate T. Parker, while standing apart through its focus on everyday women over 30 and its unique transformation concept.

Content Outline

Each of the 40 sections in "FIERCE" will include:

- A plain 'before' photograph of the subject.
- An engaging snapshot of the woman being pampered by our hair and makeup team.
- A full-page, professionally finished portrait of the subject.
- Two additional shots from the portrait session.
- Information about the styling and a quote from the woman on the transformative experience.
- Each woman's advice to her younger self.

Sample Chapters

Upon request, sample chapters including photographs and accompanying texts can be provided to give you a feel for the book's content and design aesthetic.

Conclusion

"FIERCE" is more than a photography book; it's a celebration of everyday women and their stories of strength, resilience, and inner beauty. It aims to change the narrative around women's self-image and empower them to embrace their worth. We believe this book will resonate with a broad audience and fill a significant gap in the market.

EXAMPLE COPY

Example 1:

"Discover 'FIERCE', a breathtaking portrait book that redefines beauty. It features 40 everyday women who have dared to reveal their authentic selves to the camera. Each woman's transformational journey is captured through powerful portraits and their inspiring stories, sparking a crucial conversation about body image, confidence, and beauty. 'FIERCE' invites you to ask, 'When was the last time you truly loved a photograph of yourself?'"

Example 2:

"'FIERCE' is not just a photography book; it's an exploration of womanhood, strength, and self-love. Celebrating 40 extraordinary everyday women, it captures their transformations from everyday simplicity to radiant confidence. Through captivating portraits and deeply personal stories, 'FIERCE' serves as a poignant reminder to embrace your beauty, just as you are, right now."

Example 3:

"'FIERCE' is a testament to the strength and beauty of everyday women. This stunning portrait book captures the resilience, grace, and power that lie within each

of us. Each of the 40 women featured in the book share their journey towards self-love and acceptance, providing inspiration to all women. 'FIERCE' poses the question: 'When was the last time you truly loved a photograph of yourself?' and invites every reader to find that love within its pages."

Example 4:

"Step into a world where every woman is celebrated for her unique beauty. 'FIERCE' is a revolutionary portrait book featuring 40 inspiring women who are changing the narrative on body image, confidence, and beauty. Each woman's transformation from everyday simplicity to vibrant self-assurance is beautifully captured through powerful portraits and heartfelt stories. This book is not just a celebration of women but also an invitation to love and embrace your true self."