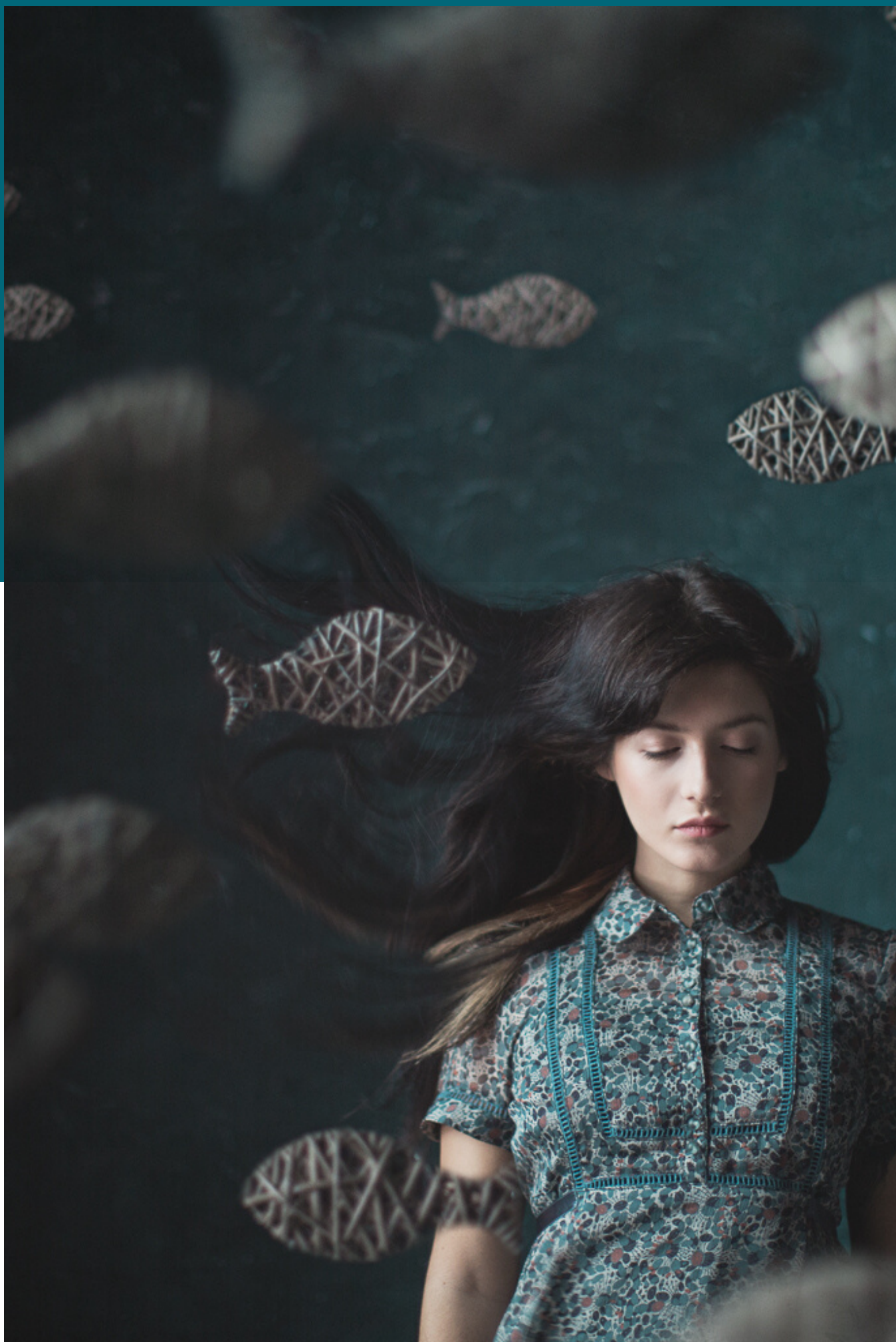


5 WAYS TO BRING A CREATIVE SPARK BACK TO YOUR PHOTOGRAPHY



Sara came into photography because it gave her freedom: freedom of expressing herself, freedom of choice and freedom of creation. She loved it!

Sara loved it so much that she decided it would become her new profession. And it worked! She started getting clients! Then more clients! And soon she didn't even have to advertise her services anymore. People were coming and coming and her business was growing fast.

*But soon she began to feel that something was missing. It was the **freedom** that she came to photography for. Yes, working with clients was awesome, but there was very little personality in it. People wanted the same stuff over and over again: newborn, smiley family portraits, weddings and Xmas tree sessions were perhaps the worst. Photography turned into a job, there was very little left of the early passion she used to have for it.*



I hear these stories from my community everyday. Even if you're an established photographer with a fully-functioning photography business you might get stuck and feel that your work looks exactly like everyone else's. Even worse, you can become doubting your very love for photography as a creative outlet.

If you recognize yourself in Sara's story and feel that you want to go back to the roots of your love to photography, read on, this guide will provide you with 5 strategies for revitalizing your creative spark and getting your artistic energy unstuck.



1: go back to “why you started”

The easiest step to discovering or rediscovering your motivation to create new images is getting back to the very beginning and asking yourself, why did you pick up a camera? What made you do it? For example, for me it was a quick and easier way to create “paintings” which I always wanted to create. For you it might be the desire to document your pet’s life, or capture your observations of the life of the streets in your city, or something completely different.

Look at your early photos, and I mean truly **LOOK**. Try to analyse them. Remind yourself of the moments, situations and days when you were taking those images. What were you thinking? Why did you decide to take this particular image? What caught your attention?

The answers to these questions will allow you to get back to the very roots of your relationship with photography and you will get closer to understanding what interested you the most in it in the first place. What fascinated you about it most of all.



2: understand why you shoot what shoot now

Yes, you have your photo business up and running and working with clients can be tedious, but still you do it because you have bills to pay. Yet, have you actually tried asking yourself why you shoot this kind of photos? What made you choose product, flatlays, family or wedding photography?

“Dah, it’s the way I support myself!” you might say. But is it the only reason? Shooting for money is not the simplest way to become rich, you know it all too well. So maybe you really enjoyed capturing people’s happy faces on their important days? Or maybe creating flatlays on a table was a type of meditation for you?

The truth is, if you do your photography only for the money, you won’t be able to sustain it as a career or a passion. It will not bring you fulfillment. It will not bring the satisfaction of knowing that your work is somehow important. If you do it ONLY for the profit, in the end you’ll feel that you’re faking it with your clients and it’s a really unpleasant feeling.



So if you do want to sustain your photography long term and actually love it, find a positive emotion that you connect with it. Better still, find a reason that will be less selfish and will allow you to feel the importance of your photography to other people.

Examples can be: capturing memories, documenting important moments, helping entrepreneurs grow their business with product images. Even if it didn't seem like that to you before, look at how the results of your work change your clients' lives and truly appreciate that. Fueling your photography routines with positive emotions **consciously** will motivate you to continue shooting and will give you the strength and desire to do it for a long time.



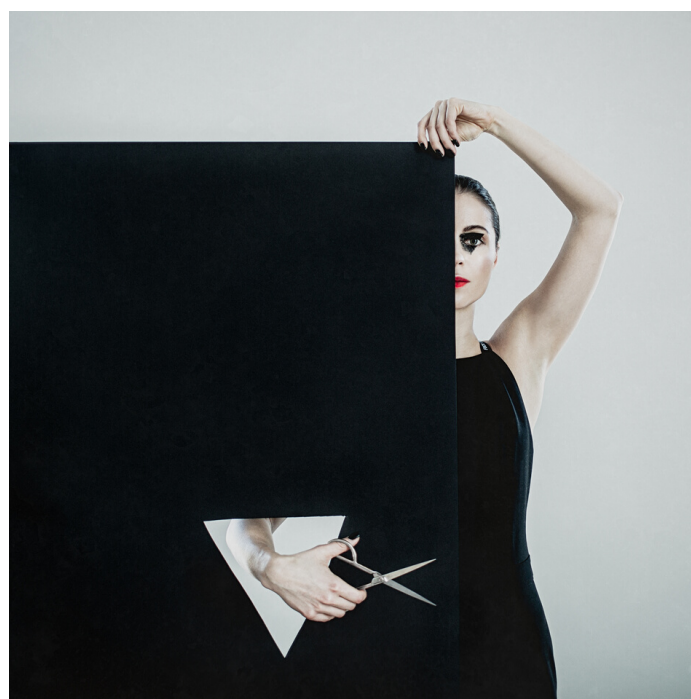
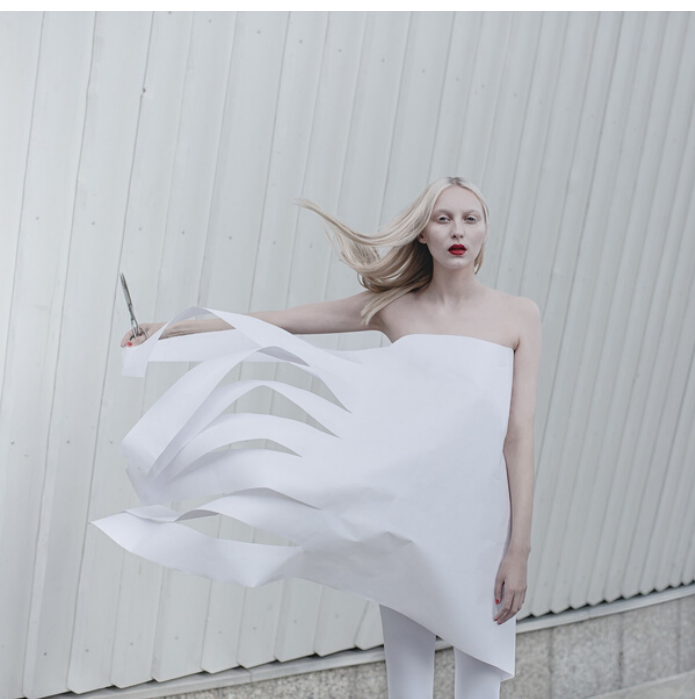
3: do more personal work: experiment

What if you're really tired of your client work, which seems too boring and familiar? What if you want to try out something completely different? You do feel the need to start creating something radically different from your previous work, but there's so much resistance: you've invested so much time, money and energy into becoming the person you are now, how can you give up all of this and change your work completely? You might even feel guilty for having a style that you're known for, and you are now ready to give it all up. Some people don't even have this much and are still learning.

Understand that creativity thrives only with constant experimenting. Be it a new genre, a new piece of gear or new editing technique: you need to challenge yourself. You need to make things difficult and yes, you need to keep getting out of the freaking comfort zone!

And it should not be a luxury thing: "I'll do it, when I have free time".

It should be one of your **priorities**: "I need to experiment, try new things and create more personal work, because it will allow my creativity for clients to develop exponentially".



Another reason to add free play, experiments and personal art projects to your shooting practices is that your client demands will change overtime and competitors will offer new interesting options, which you have never tried. It's already happening with wedding & commercial videography for example - people are asking: "can you make a video for me too?" And yes, you need to learn, but you can't risk your client's satisfaction, right? Playing and experimenting while working on a personal project is risk free. Even if your experiment fails, you'll get lots of new information on how not to do things with your clients.

And one last thing: Only when shooting for yourself you'll be able to learn, to experiment and understand what's important for you in taking pictures and why YOU take them. And in the future it will help you potentially change the type of photography that pays your bills to the one that you are really passionate about, it will allow you to get the jobs that will reflect your values and won't feel fake.



4: schedule creativity - it has to be in your calendar, otherwise it won't happen

You got it right. As a priority your personal work should be scheduled in your calendar and should be non-negotiable. Non-negotiable with yourself first of all.

Take a realistic look at your busy schedule and see how many hours per week or per month you can devote to free play and personal work. Then mark the dates and times in your calendar and make it happen.

It will demand some amount of self-discipline. Yet, if you go back to connecting your obligatory free play and personal work time to a positive emotion of revitalising your creative spark and getting back the vivid interest in photography, you'll manage to do it.

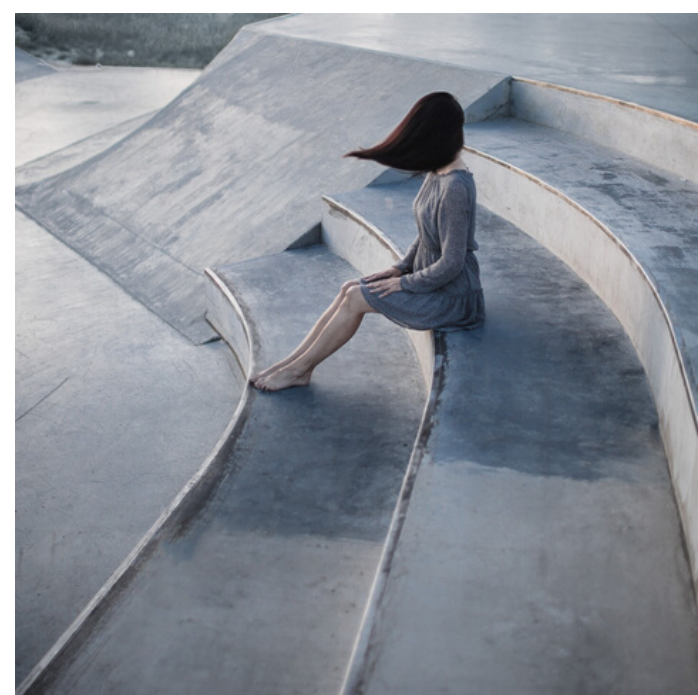


5: change gears - switch to different creative mediums

This tactic is closely connected with the previous one, yet a bit different. When you feel stuck in your photography work, try to create something completely different in a completely different way. Play guitar, knit a scarf, paint a wall in your kids' room, craft a handmade birthday card for a friend. The principle is easy: when your creativity gets unstuck in one medium (especially the one in which you don't have the pressure of being perfect for a client), it begins to flow everywhere, including your photography.

Elizabeth Gilbert gives a very interesting example of how this works in her famous book "the Big Magic"; Australian poet and writer Clive James felt creatively stuck at some point of his career, and what brought his creativity back was painting his daughters' bikes! So your **other** creative medium can literally be anything.

The key here is not to view your new creative attempts as something stupid or silly or as a waste of time. Most of us would have these exact thoughts, when first hearing about it. Our brain does **need rest** from the things that it already knows and considers boring. When you entertain it with something different, it will bring that novelty into your main creative endeavour - photography.



The tactics will only work if you do!

So give it a try, give it some time, don't put too much pressure on yourself and trust your creativity.

There was a reason why you came to photography. It did make you feel happy, free, joyfull. AND it has to remain the source of all of that. Know that creativity is self-care. It doesn't have to be draining your energy, it has to empower you and give you a reason to go on. Go on with creating, go on with positively impacting others, go on with feeling good about yourself and your art and being fulfilled.



You don't have to do this alone!



We all need support in our creative efforts and sometimes the best place to get that support is to find like-minded people online. That's why I started the private Wild Visual Storytellers Club. What is all this about?

PRIVATE COMMUNITY: It's only for those who "get it", like you and me. For people like us, who want to create our own worlds and let other people in. For the wild folks, who are ready to make props at night, find weird locations and do things that all their friends call "crazy" just to take an unusual photo. WE

GROW TOGETHER: share ideas, work through difficulties, support each other, mingle during private LIVES, find collaborators locally, stretch creativity and imagination taking weekly creative challenges and have fun of course! EARLY

ACCESS TO UPCOMING ONLINE COURSES AND LIVE EVENTS: moreover, some hot new courses will be offered ONLY here!

SPECIAL DEALS from me and my partners!

[Send a request to join the Wild Visual Storytellers private community on Facebook!](#)

