

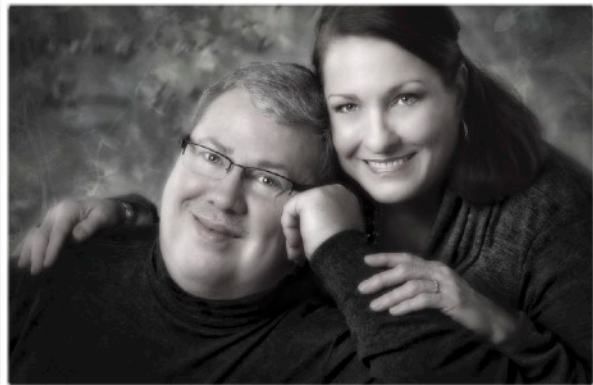


WALDEN

**3**  
YEAR  
*Study*  
COURSE

**with Tim and Bev Walden**  
and guest Beehive contributor, Jalyn Webb

Come join us on a **THREE YEAR** photographic odyssey, exploring the world of photography through the Walden's eyes.



With an established curriculum and a purpose driven goal of providing a well rounded education, you don't want to miss this opportunity.

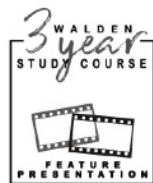
With the curriculum content sent to your Inbox every month, we have simplified the process so that you can invest your time watching, listening and reading each installment during the next three years.

\*curriculum subject to minor changes as warranted.

# WALDEN



## The Materials you will receive each month.



### ONE: THE FEATURE PRESENTATION (VIDEO)

Each month, the Feature Presentation Video will follow the established curriculum on our “journey.” Tim will lay out all things *Walden* during this 3-year program. From discussions on finding your style, establishing purpose for your art, the importance of having vision as an artist and producing investment worthy work to technical subjects such as lighting, posing, post processing to get the “look,” which substrate is best for your work, being a print artist, the amazing details of a Walden Relationship Portrait and so much more, each video is downloadable for you to archive. At the end of three years, this curated collection will provide you an incredible resource library for years to come.



### TWO: BUSINESS BUZZ FROM THE BEEHIVE (AUDIO)

Every month, an audio will be sent for you to download concerning business topics. Focusing on marketing, sales and creating amazing client experiences along with many other relevant business topics with Bev (Queen Bee) and at various times, her sidekick, Jalyne (Diva Bee) and Tim. They share a combined 70+ years of experience as business owners and entrepreneurs themselves.



### THREE: “THE 36” (IMAGE COLLECTION)

As photographers and storytellers, both Tim and Bev have amassed a stunning collection of images over their careers. These images will be released, one each month, for 36 months along with the story of the image and/or the lessons we learned from the image as well as technical information about how we accomplished it.

When you have completed the three-year course, a beautiful book will be available, featuring the 36 images (**The 36 Image Collection**) for purchase at our cost plus shipping. It will be an amazing and inspirational resource. Upon request, Tim and Bev will write a personal message.

# FEATURE | VIDEO | PRESENTATIONS

YEAR

1.

1st 4 months...

In the first trimester, we begin to understand what a brand is, how to build it and then define how your style fits into it.

This is critical to your success as it determines your ability to build a strong brand and a recognizable style.

You will find great fulfillment as an artist who is known for a specific look.

Success means finding your own niche.

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**Month ONE: Brand discussion and the importance of clarity and technical excellence to your style: Part 1 of 2**

**Month TWO: Part 2**

**Month THREE: Purpose and Emotion**

**Month FOUR: Investment worthy portraits plus the importance of consistency.**

YEAR

1.

2nd 4 months...

The next four months of our Journey will deal with lighting as we move into *Studio Foundations*.

We will look at lighting principles and philosophies and the the Walden 3-light/2 reflector system which is the base model for the Walden studio lighting and is the core of a Walden portrait.

When you grasp this studio lighting system, you will be able to create beautiful imagery of your subjects, day in and day out.

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**Month ONE: Lighting techniques + the Walden 3-light system-Part 1**

**Month TWO: Lighting techniques + the Walden 3-light system-Part 2**

**Month THREE: Lighting techniques + the Walden 3-light system-Part 3**

**Month FOUR: Lighting techniques + the Walden 3-light system-Part 4**

YEAR

1.

Final 4 months

The final four months of our Journey will deal with the iconic Walden Relationship Black and White portrait.

We start this trimester with an overview as we define the Relationship portrait, its purpose and the power it carries with the buying public.

The following months will lay out many facets of the Relationship portrait.

This “trimester” lays the foundation for YEAR TWO.

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**Month ONE: Overview and details of the iconic Walden Relationship portrait.**

**Month TWO: Preparing the client through the “Design Appointment.”**

**Month THREE: The art of communication and connection during the session.**

**Month FOUR: LET’S CREATE... the “Establishing” portrait is the beginning.**

# FEATURE | VIDEO | PRESENTATIONS

YEAR

2.

1st 4 months...

In the first four months of YEAR TWO, we will break down and study Relationship posing in depth.

Starting with the **Abbreviations**, we will teach and demonstrate this emotionally rich part of a Relationship portrait.

We then move to study **Moments**, the fun and candid side of the Relationship style and end with post-capture magic.

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Month ONE: The Abbreviation... the heartbeat and look that changed an industry.

Month TWO: The Abbreviation... conclusion.

Month THREE: Moments-how to capture them and what role do they play?

Month FOUR: Processing the Relationship portrait as Tim creates his iconic style using Photoshop and various plug-ins.

YEAR

2.

2nd 4 months...

The next four months of our Journey will begin our "PRINT TRACK." Get amazing printed results whether or not you print yourself. Learn how to choose the best papers and presentations for your art.

How do you present your art for the maximum impact and respect? How do you message yourself as an artist?

We conclude this trimester with how to build a product mix that reflects a fine art studio?

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Month ONE: Completing the post processing work for beautiful black and white imagery.

Month TWO: I am a Print Artist! The case for the printed portrait, building value and selling "legacy."

Month THREE: The art of the perfect print, papers to choose, being a fine art photographer.

Month FOUR: Building the perfect fine art product for a museum experience.

YEAR

2.

Final 4 months...

In the last trimester of year two, we head into the Color Study, learning how it differs from the black and white portrait at Walden's.

Opening with the philosophy contrast between the two, Tim will share details used in the Walden Color Study such as background selection, sets, props and composition.

This trimester will conclude with a bang as Tim kicks it up a notch with more advanced lighting.

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Month ONE: The Color Study and its elements, how we mix it into our offerings, how we do the planning and how the approach differs from a black and white portrait.

Month TWO: Choosing backgrounds and sets including Tim's faves. Learn how to light different backgrounds and tips on getting the right background from your artist.

Month THREE & Month FOUR: In this two-part presentation, we will add additional lighting to the Walden 3-light system to kick it up a notch. We will discuss the beauty dish as well as other small and dynamic pointed light sources, the use of a form fill and how and when to properly use kicker lights.

# FEATURE | VIDEO | PRESENTATIONS

YEAR

3.

1st 4 months...

Continuing with the **Walden Color Study, an important part of the Walden offerings**, we will take a look at elegant posing of children, women, men and the formal family portrait. This will be a trimester of in-depth study of a more rich and elegant classic color style.

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**Month ONE:** Posing a child or children in beautiful, classical styling.

**Month TWO:** We will create an elegant female portrait and a classic male portrait plus portraits as a couple. Watch as Tim poses, adds props to support the pose and how he communicates with the subjects.

**Month THREE:** The family...we will build poses of a family here as well as discuss how to establish vision and prep before each session.

**Month FOUR:** Discussion and study of our mixed media paintings, Beau Visage.

YEAR

3.

2nd 4 months...

In the second trimester, we will discuss working outdoors in natural light situations.

Learn about how to find light and then how to work with it to create stunning imagery without compromising your lighting standards.

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**Month ONE:** Learn where to find light and depth outdoors and study other elements that relate to beautiful outdoor portraiture.

**Month TWO:** Follow Tim as he first finds the light and then adds subjects to create a portrait around the light. Included this month, learn about leading lines, composition and background choices.

**Month THREE:** One more spot...Tim goes to an entirely different spot to find light and create a different look.

**Month FOUR:** While dealing with natural light, let's now explore window light portraiture and the keys to creating stunning window light imagery.

YEAR

3.

Final 4 months...

In the final trimester of year three, let's wrap it up covering some topics we wish we had time for...oh, yeah... we do!

We will spend most of this trimester delving into our newest black and white style, the NY style portrait.

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**Month ONE:** NY Style B&W...after 2+decades of the Relationship style, we introduced a new, unique offering and called it NY style. In this first video, Tim shows images and then lays out the style and how we design for it.

**Month TWO:** This month, see a session shot as Tim shares his process for posing, communicating and creating a Walden NY style portrait.

**Month THREE:** Let's do a group in the NY style. See how Tim mixes odd furniture, spreading out the group to create images that appeal to this generation. Fun, casual and quirky are the words that describe a NY style at Walden's.

**Month FOUR:** Sadly, all good things must end, but let's go now with strong convictions to grow and stay the course. I will share a few words from my heart about success in this career, a conversation I wish had happened with me many years ago.

# BUSINESS BUZZ from the BEEHIVE

## | AUDIO PRESENTATIONS |



In the first four months of our Journey, the buzz from the Beehive will concentrate on **CLIENT EXPERIENCE** or **CX**.

According to Forbes, getting **CX** right is no longer a luxury, but a critical business priority.

Today's clients are looking for more than customer service...that is a given. They want more and making CX a priority builds brand loyalty.

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**Month ONE: Pampering your client without breaking the bank.**

**Month TWO: Staging every appointment for maximum CX; the details.**

**Month THREE: Your facility either creates or destroys CX.**

**Month FOUR: Be GRAND, touching the senses.**

In the next four months of our Journey, the buzz from the Beehive will concentrate on **ATTRACTING YOUR TARGET AUDIENCE**.

For Walden's, it has been and still is **WOMEN** who instigate the appointments.

Women tend to connect in these areas; feeling they are secure and "home" at your business and having a sense of belonging there and we need to pay attention to these issues to succeed today.

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**Month ONE: Women are your market; how your studio decor impacts your brand and affects them.**

**Month TWO: The Boutique Studio model and its advantages.**

**Month THREE: Design fluency matters in sharing your message.**

**Month FOUR: Packaging ideas for the Boutique Studio.**

In the last four months of the first year, we switch gears to **Marketing**.

As we delve into marketing, we will share what we have learned through over three decades in this industry...and we are still learning!

Get your notebooks (or any note taking device) out and get ready to write down ideas that are generated as you listen.

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**Month ONE: Clarity! Who are you? What do you do? It's time to narrow your focus.**

**Month TWO: Marketing the results, not the product**

**Month THREE: Your story and history need to be told and the importance of being authentic and vulnerable. "We believe..."**

**Month FOUR: The Walden ABC target keeps our integrity intact.**

# BUSINESS BUZZ from the BEEHIVE

## | AUDIO PRESENTATIONS |

YEAR

2.

1st 4 months...

In the first four months of YEAR TWO, the buzz will be focused on several important areas of marketing including a marketing myth we need to debunk.

*“Good marketers see consumers as complete human beings with all the dimensions real people have.”*

– Jonah Sachs

Month ONE: A Marketing Myth you need to debunk PLUS the three unasked questions you must answer.

Month TWO: R&R or Repeat and Referral are two areas we need to improve every day.

Month THREE: “Your Life in Portraits”, a Walden timeline, and building legacy with it.

Month FOUR: Reputation provides privilege, consistency and staying true to your vision.

YEAR

2.

2nd 4 months...

During the first two months of this trimester, we complete **Marketing** and delve into **SALES**.

Then, in the final two months of this trimester, we will begin the journey into **SALES**, a favorite topic for all of us here. Hang on and buckle in.

Month ONE: The importance of authenticity and being real.

Month TWO: Some final marketing thoughts.

Month THREE: The case for IP (In Person) sales...quit leaving loads of money on the table!

Month FOUR: Sales...the right two butts in the seats.

YEAR

2.

Final 4 months...

In the last four months of this year, the “bees” will hit hard on the idea of **SIMPLCITY as it relates to SALES**.

Over the years, if there has been one lesson learned in the sales room, it is this, “Keep it simple!”

People get worn out from too many images, details, decisions, etc.

This is a pivotal trimester, so pay close attention and take the advice of the “bees” and Tim. You won’t regret it!

Month ONE: Simplicity rules in sales. Our brains can only handle a few thoughts/details at one time.

Month TWO: What we do at Waldens ahead of time to keep it simple during the sale.

Month THREE: The magic of 3

Month FOUR: Simplicity in products, decisions & pricing schedules and what kills a sale.

# BUSINESS BUZZ from the BEEHIVE

## | AUDIO PRESENTATIONS |

YEAR

3.

1st 4 months...

We start Year Three with a bang as we lay out one of the BEST IDEAS the Waldens have ever had...the Suggestion.

It is now part of the Walden DNA and for good reason...it saved us from going under!

This trimester will also deal with tips concerning the actual day of the sales appointment.

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**Month ONE: Selling with Suggestions-Part 1**

**Month TWO: Selling with Suggestions-Part 2**

**Month THREE: The day of the sale...Opening , Body, Conclusion**

**Month FOUR: Working with different personalities, how to match speech, posture and personality to your client.**

YEAR

3.

2nd 4 months...

The next four months will be spent laying out crucial sales principles that you MUST KNOW to succeed.

As Maverick owner Mark Cuban says, *"Make your product easier to buy than your competition or you will find your customers buying from them, not you."*

We are learning together...and succeeding together!

.....  
**Month ONE: You are on stage during every sale and...you have the lead role!**

**Month TWO: The personality traits of a superb Salesperson.**

**Month THREE: Building products with purpose and selling the result of your art plus the idea of "journaling."**

**Month FOUR: Building VALUE and how we do it, selling the PRINT, not files and why and how to overcome "Do you sell files?" question.**

YEAR

3.

Final 4 months...

As our time comes to an end, we conclude with four final sales principles that have allowed us to stay in business for nearly three decades.

As Zig Ziglar, a sales icon states, *"You don't have to be great to start, but you have to start being great."*

During this final trimester, let's all determine to not only listen, but learn and then put these lessons into practice and "be great!"

.....  
**Month ONE: Three COOL psychological sales principles you must know to "trigger" the right thinking.**

**Month TWO: Principles from the art world that helped us, having an art attitude and treating your work with respect which adds value.**

**Month THREE: Overcoming those pesky objections.**

**Month FOUR: From the heart... hindsight is 20/20.**



W A L D E N



Study

COURSE



## “THE 36” (IMAGE COLLECTION)

Photographers are visual and we love to look at the work of other artists and photographers to learn, be inspired and then challenged to step it up.

It is with this thought that the third portion of this 3-Year Study Course was birthed. Throughout this course, we will deal with thirty six specific images that Tim and Bev have created and love, but also feel was pivotal to their growth as photographers and artists.

Each month, we will count down from thirty six to one, providing one image each month for thirty six months. Each will include a detailed PDF that you are welcome to download and put in a 3-ring binder. An audio related to a topic or topics about the image will also be included for download.

Topics will range from lighting to vision, post capture, creativity, and even how marketing played a part in some images.

***Now for the grand finale!***

We can't end this time with you with PDFs you print out on your printer...NO...these thirty six images will be formatted into a beautiful, inspirational book that will be available (at cost + shipping) at the end of the three years.

And by the way, this book will not be made available anywhere else...it is exclusive to the Walden 3-year Study Course.



## A bit about us...

We have been a team, both by marriage in 1976 and owners of Walden's Photography, since 1990. Tim is a second generation photographer, learning not only from his father, but also three uncles who were in the photography business in Kentucky and Indiana. Guess the apple doesn't fall far from the tree:-)

***Our favorite saying is that photography is not just what we do, but it is who we are!***

We have seen so much through the years and experienced the world through our chosen profession and we are grateful to be at this point in our lives where we can share what we have learned from many of the "greats" in photography, many of whom are not around any longer to grace us with their presence.

Throughout the years, teaching has been a part of who we are and what we love to do and this new adventure is timed just right for us, and we hope for you as well. We have put our hearts and souls (and time and sweat) into designing this "course" to be the best it can be.

Thank you for joining us on this transformational three years.

*Tim and Bev (and Jalyyn)*

**"The only photographer you should compare yourself to is the one you used to be!"**

**Tim Walden**, M.Photog.Cr., Hon.M.Photog, CPP, F-ASP (dedicated father, husband, brother, photographer and teacher)

**Beverly Walden**, M.Photog.Cr. (joyful mom, wife, friend, photographer and painter)

**Jalyyn Webb** (professional vocalist, CX expert, college professor and top performer at Walden's)