

EXCLUSIVE INTERVIEW
BY JENNIFER SAUER, FLASH MANAGING EDITOR

Selina Maitreya: I Know This Much Is True

Who am I? Where does this business fit into my life? Will I choose to accept my role as a visionary? If so, how should I express myself as a visionary in this culture at this place and time?

Although you might not ask yourself these questions daily, if at all, Author/Consultant Selina Maitreya asks you to answer them, perhaps before asking yourself whether or not you want a tactile portfolio or to whom you should be directing your marketing plans. By now you are tipped off that you might get more than you pay for at Selina's upcoming lecture I Know This Much Is True, hosted by APA-San Francisco on September 20 [2007].

Selina's interest in your business as a photographer encompasses not only your marketing plan and vision for the future, but your very soul. She takes the daring risk of offering faith as a tool even more valuable than your portfolio, and challenges photographers to ask questions that often produce surprising new answers--as well as some new questions. She is that good.

The practical and spiritual aspects of being a successful imaging professional are not mutually exclusive in Maitreya's realm of understanding. Who you are and what you need at the core of your person are addressed along with your portfolio, website and marketing choices. Encouraging photographers to embrace 'the gift of choice', Selina will hold your feet to the fire long enough to remind you who is really responsible for your life and decisions, starting with the big one: you were the one who decided to freelance. Yes, you.

She might then ask you, What space will your business take up? What would a perfect business day look like to you? How many hours a day would you like to work? What would the perfect client look like? Will you choose to have a positive approach on life? Simply remembering that you can (and ultimately must) make these choices is so incredibly refreshing to photographers who often feel adrift in a sea of external demands from clients, employees, and the ever-accelerating pace of technology. Whew, you were ready for some kinder more personal questions, right? The ones that acknowledge you as a person, and not just a contributor to this year's gross national product?

But then, it's not just a love fest either, folks. The facts-are-facts questions come, too. Selina will ask you what your product is. What are you really selling your clients? According to Maitreya, "Most photographers go to market without a finished product or a clear, deep and identifiable vision." She'll guide you to look at your business from a variety of vantage points and offers a framework for this self-enquiry: Value, Vision, Team, Tools, Persistence and Faith.

In her hot-off-the-press book, *How to Succeed in Commercial Photography: Insights from A Leading Consultant*, Selina Maitreya helps photographers at all stages of their visual pilgrimages in making career-and life-altering revelations.

Join APA in welcoming Selina Maitreya in her lecture I Know This Much Is True on September 20, 2007. This is a great opportunity to buy and have her sign her provocative and exciting new book that sets new standards for marketing and career building for imaging professionals.

If you want to do a little homework, find Selina Maitreya's site at 1portauthority.com