

*Christa Meola's*  
**ONLINE BOUDOIR WORKSHOP**

**A MISSION THAT LIGHTS MY FIRE!**

**1. What is meaningful to you and creates fulfillment for you? Such as: being authentic, creating art, having fun, enhancing others' self-esteem, being a catalyst for growth, combating how women are portrayed in the media, reaching a large number of women or going deeper with fewer. etc. Try to rank these in order of importance to you in feeling fulfilled.**

**2. What is your definition of Boudoir Photography? How do you want to define your service and the take-away for your clients? Be as descriptive, specific and thorough as possible. Just write fast and brainstorm. You can edit this into something pretty later.**

**3. Get specific not only on the product and experience, but also the value you provide, and why it's different. Why is a shoot with *you* a must-do for women? What will they experience during, take-away immediately after, and feel many years later that is different and awesome?**

**4. This is where it all comes together. Knowing what is meaningful to you, how you define boudoir photography, and what you believe is the value of what you provide and why it's a must. Refine your Mission into a lovely and powerful paragraph that you will use on your website and in your marketing materials in addition to what to communicate to clients who call inquiring about a shoot.**