How are you folks? And welcome to Moos podcast number 360. How are you folks doing? Trust you're doing well. Temperatures are slowly coming down. Seems like storms are starting to just be kind of more friendly. So I hope you're out there enjoying what seems to be our last breath of summer. We even have a one of our aspens here. The ranch turn actually turned color and lost some of its leaves. So, hey, great light is around the corner. Well, I appreciate you taking a little bit of time and spending it with me means a lot to me. Once again, we are still using the Adobe Podcast of Beta. They're using there. They haven't cleaned up or modified or improved their voice filter. So I'd be really dying to hear what the sounds like when we get done. I am not sure about the transcript. It is going to be done and it will be there on the podcast blog post page on the website mus peterson dot com. So. Let's get with it. Bedford's camera. Hey, you know, those folks are they've got some they've got some hot in the summer deals. They've got some great trade in deals. Case you want to move up to like the z eight or z nine that z9 still my favorite body. Love that and and they've got coming up in November photo con just another one of their great opportunities to learn more get inspired meet more people see some gear firsthand great deals and of course you tell moose sentient you actually save more on those already fantastic deals. Now, I heard this last week, things were a little quiet and then it was kind of weather and other social events related. So, hey, let's get those folks up as I'm quiet up, let's get them busy taking care of our photographic needs Bedford's dot com. Thank you so much. Bedford's who sponsoring the Boost podcast. I'm going to get right into this week's episode. Got to make it happen. Yeah. Once again, I've gotten some emails and they get me sometimes spooled up, sometimes inspired, sometimes depressed, at times self-reflective. And this time I'm not sure exactly where I'm at. Well, you. This person. Has a lot of talent. Has the inspiration. No self-confidence keeps turning to what I think are personally not really positive influences trying to find that that path in not only the photography but in the business of photography, I'm not going to give away the person or what they do, but they have a unique genre that I think is really is, is really killer and I want to really support them. Couple of emails, they've gone quiet. Hopefully they're listening to Moose Podcast. This was actually coming to you and repeat a little bit what I've told them and then add on to it But here's the beginning, here's the start, right? You got to make it happen. There's no ifs and buts about it. People who wait around for their phone to ring. And of course, that's taking on a whole new connotation with the iPhone or what have you. But sit around for that phone to ring to be discovered. Yeah. No. Oh, yeah. Doesn't happen. I mean, photography and the web, you know, they are not the field of dreams just because you take it or you make it. Doesn't mean they're going to come. Now, photography is a dream. It is a dream world. It is a dream business. But it. It does take, you know. Does take a bit of work. It takes some effort to take some sacrifice. It takes persistence. Because you got to make it happen. So one of the questions they ask is, you know, how much do I shoot as and how much does moose shoot? I shoot a lot. And it's it's kind of nonstop. I don't go to different different photo agencies and grab their photographs to illustrate my articles. I don't use air to generate my illustrations. Photographs for articles. I go out and I. I shoot, for example, just this past week, in just one day, in a little bit, around 8 hours, shot over 20,000 images here at sea. I do even change batteries. I mean, it is it is something that goes down. So how much do I shoot? I shoot a ton. Can I put a number to that? I cannot, because as I tell many photographers who go out with me, especially when it comes to bird photography, it just takes one, one photograph to light me up, one bird and I am satisfied. Do I keep shooting more? Of course. You can go back

to past podcasts. And, you know, just because I got that shot doesn't mean I can't do better. Something more unique won't show up. They can't come together with great light. And I want to know that's going to happen. So I keep shooting. Do I shoot every day? Do I shoot every day? Photographs that I think I have a value to either myself and or the market? Not every day. I do pick up the camera still every day and practice my hand-holding and that process. I do shoot. And a lot of times if it's just practice, I just format the card and keep on going. But in a seven day period of time, probably only the smallest block of time. I get, you know, there's a least 500 shots that I have taken and that get filed. On the harddrive. So I hope that kind of answers the question how you know, how much do I shoot? Because then the next question, they they they they follow it up with is how do I shoot so much? Well, there you go again with the. You got to make it happen. How do I shoot so much? If you just. Just barely scratch your imagination or open your eyes in your heart. There's a ton out there to shoot. And that's why I have for four decades been sharing what little I have learned, because I want other folks to go out there and photograph the things that I know I'll never have the ability in my life to see And I need you to go out and get those shots and then share them with me so I can learn more about. The world we live in. There was a photograph posted. I asked her the last week and it was taken by one of the other Voyager, one of the guys way out there, one of our our probing satellites. And it was and it showed the earth and this big the say it's an eight by ten photograph. They showed Earth and it was as smaller than a pinhead speck, a light. And it's like, wow, you know, talk about putting everything in perspective. We're this little microdot, innocent, credible, huge universe. And then you get back down to scale earth. And I think about what I've I've been so fortunate to see and photograph. It's again, it's it's a it's a. Top of a pin amount of what this earth has to share. So I need you to go and fill in those gaps. I'm really curious. I love to learn about things, so that's really what drives me. So how do I shoot so much? It is that incredible curiosity to see and witness as much and then bring back those stories. I remember being so young and stupid and really arrogant and said, Yeah, I don't take notes because I'm going to remember everything. Yeah, what a bunch of bull pucky that is. I don't remember everything until I see my photographs. They are a means of, you know, capturing memories and, you know, and then bringing them back. I want to see your memories. And I want to hear your stories. Now. This person went on to say that if only they said, if only I had the money. And by my question back, which I didn't get a response to. If you only had the money for what? Yes. It's so true. That old saying, you know, it takes money. To make money. There is there's. That is really true. And especially in photography. But you got to make it happen. Now, I've always been point blank jealous of folks who I mean, I'm inspired and I admire people who have put in their time in a 9 to 5 job and able to then retire and enjoy their hard earned time away from a, quote unquote 9 to 5 job in the money to buy camera gear as they want and or need. Because when it comes to buying gear, right. I have to go out and make that money. It's and I know I. Believe me, I hear all the time that I get all my gear. Give it to me. Yeah. That's that's how the IRS sees or to not anyway. So if only I had the money. The money to do what? Well, if it's time to go out and take those photographs, I can understand that because time is money. But you got to make it happen. No one's going to do it for you. That phone's not going to ring. And so I'm not going to offer you a whole lot of money to go out and take pictures, because I've been there. I've done it now. This person had bit into that, and it just drives me nuts. How many people have you know, you build a website and people will come and then you're going to make money and you know it doesn't work. Yes, you will. And there are plenty of

examples of people who have built that website and have sold that one or two photographs. That is not going to set up an IRA that lets you go out and travel to your heart's content and take pictures and be set for life. This is photography is like any business and you can't sell from an empty car. You constantly have to have that library of images to make it happen and to make it happen. To buy the camera gear, you got to make it happen. And then to have the time to use the camera gear, you got to make that happen. And then you could say it's a vicious circle. And there are days where I guess in my mind I kind of get the feeling it's a it's a vicious circle, but, man, it's not a vicious circle. It is just the business of photography. And there are some photographers, truly, really gifted ones who are just brilliant behind the camera. They're brilliant at business. They're brilliant with people. And they have earned and made a great life for themselves and their family with that camera. And but, you know, the number I can think of in my sphere of peers who I talk and communicate with, I could count on two hands and maybe a foot. And considering the thousands of photographers I interface with, that's a really low percentage. It was kind of it that thought came to mind. I was talking to this delightful, delightful person, a female love seat captain for Delta. And in aviation style, a whole lot of women. And it's just like, you know, the sound of women photographers. And I just I just I, I said, I think that's really cool and great. And she said, Thanks and. And she there's another person there, a youngster, and she's like, I want to be a pilot. She's only 11 and her name is Sprout. She was just a delightful person anyways. And the pilot said back to her, she goes, Well, just so you know, there's about 16,000 pilots in the Delta system at the moment. There's only 500 women. You got to make it happen. But it's photography. Anything else? It really starts with, continues with and ends with. With you. Okay. And when it comes to photography, you have to learn all the aspects. And I'm not saying this, you have to be the best. You have to master them. You need to learn them, though. And that learning process. Say, I once said a million times, you will fail. That's an opportunity to learn more. And you got to make it happen. You have to recognize that. You have to be at times your hardest cricket and your biggest fan leader. You have to go and make it all happen from every click, from the camera to the computer to the phone. Yeah. That phone. You have to get out and you've got to make it happen. You have to make the phone calls. I saw an event this last week. As long as it's in my camera, on my computer, it's now been save preserved. And it's a very unique piece of history. But there's no one on this planet, not a single soul, who will know that it happened or I had the photographs of a happening. If I don't pick up the phone and rattle cages to say, Hey, I've got this story, I've got these photographs, I want you to share it with your readers, your audience. Let's make this happen. It is it is something that I think too many photographers take for granted. They don't. They don't go out and make it happen. You have to make it happen. And. You can use me, for example, for a lot of things. Some good, some bad. But the one that I really want you to think of is the fact that I was a guy who started out and no photographer told me that I should go back to pounding nails. I'd never make it as a photographer. And yet, here I am all these years later. Making it happen. I'm here to tell you you can do it, but you got to make it happen. You folks have a marvelous week. Enjoy what's coming down to be the end of summer. And remember to go out and make every click. Your