

Howdy howdy folks and welcome to Moose podcast number 379.

The achievement is in a growing.

Hey, I trust you've had a great first week. Of the New Year. It's amazing. The first week is in the books. A time thing I tell you. Wow. Good thing were photographers, right? So we can record our memories of that time because it seems to be going faster and faster. But I appreciate you spending a little bit of it with me. It's been an excellent week here at the homestead, keeping busy out now in Minnesota, having some great time. I met a nice gentleman today. Appreciate the kind words. Do appreciate the the support. That's what I'm here to do is help you as much as I can. And I really do appreciate when it comes back my direction. So thanks kindly. The transcript for this episode will be there on the blog post for the podcast, the website that moves Besancon. I want to thank my good friends in Bedford Camera Bedford's dot com. Hey, you know, I've told you guys for years and years about this stuff, but there is new things. There are Bedford's not that it's new, just that I'm going to bring it to your attention. That's BSI Bedford School of Imaging. I mean, you know, they've got the great gear, they've got the great price, the great servers, home of the moose discount. But each one of those stores and there's a lot of stores, if you haven't been there with a website before, Bazaar.com has a lot of in-person hands on training the Bedford School of Imaging, BSI. It's just another great way in which they try to help us move our photography forward, understand the tools that they are so great at putting in our hands so we can record some of that time and share those memories. So make sure you had to before WSJ.com mentioned moose. So you see that discount when you check out? They're there to help you. Before WSJ.com, thank you guys for sponsoring the Moose podcast. So this week the achievement is in the growing. Some of you folks. I do love your emails because you cause you see right through me. You know that something has transpired since last time I was on the air with you that got me to thinking. And some of you have been very inquisitive, wondering just what this week it might be. Well, so. We all and I am including this look at different. Images. For magazines and books, social media, Instagram, you know, those basic resources. And you look at me go, man, I just don't feel like I'm getting anywhere. I don't feel like I am moving that ball for so-and-so is doing this and so-and-so is doing that. This person came out with a book, I'm not worthy. And we feel like we're not achieving what it is we should be. And of course, that's a big thing, too, right there. Right. What should we be achieving? Hi. This week I was approached by an author of a book. Who? Two. No, don't know the book. And he wants to promote the book. And it's like, well, first of all, when I see a book on photography come out that. Some. Somewhere deep down in me, I go, Yeah, it's probably something I should have done, but I didn't. There's were that, you know, catch your eye did didn't didn't achieve didn't didn't live up to my potential didn't make the the moolah you know, starts kicking in and then, you know, take a deep breath. And I think about it and it's like, no, yeah, that ain't going to go anywhere that I would invest all that time. But that's the issue, you know, is that we see all that and get all that stimulation, that information, then the mind, you know starts giving us, you could say that guilt trip and we feel like we're not. Not achieving. We must. We must be doing something wrong. So finishing up a house improvement? Yeah. A major remodel, which I'm doing myself because I enjoy doing it. And it's something I've done all my days. And I just went on to YouTube to, you know, YouTube university. Everybody goes there. And I just wanted to go to see what was, you could say, current. You know when it comes to craft right a size a saw hammer hammers a hammer but there are new saws do hammers and among the shortcuts but easier ways of getting from A to Z. So I want to YouTube and I'm watching

some of these and I'm listening to them. I know enough. I know enough to be dangerous, but I don't do it every day. So I'm listening to a couple of these, you know, and they're giving very valid, solid information. But some of it just wasn't clicking. Again, it occurred to me, well, it's just because of their point of view, their their methodology, that it was a click it with me and I'm going, Wow. You might like doing the same thing with you folks. So, you know, the achievement is in the growing. Not that we have the answer. Or have reached the end. But. We should pat ourselves on the back for life, for achievement, for just going to this point. And, boy, you know, I was talking to someone who told me that and I was like, huh? The achievement is in the growing the net. Does that mean that I'm always going to be achieving because I'm always going to be growing? And the answer is, well, yeah, that's true for all of us. So the growing then is an important part, if not essential. In the art form and business of photography. And that's that's really important. Now, is there a a book or a couple of books that by themselves are? The answer for us. And for a long time, because I have a library full of books that was kind of least the way that I was originally taught in photography, is that these are the guides we would move forward and from to achieve that. And that's the issue. That what? When you first start out, it's that fame and fortune. And then once you you get past, you realize, yeah, there is no fame, there is definitely no fortune. It is strictly passion. Then the achievement has to come from. Really from inside? Yeah. There are some external. Ways. And one of the things that I see a lot. Is I get. Photographs and comments from photographers who are in their mind trying to. I guess you could say get to where they think I am, which is, of course, since no one understands where I'm at, which includes myself that seems to be a kind of a wasted exercise. But they compare their photographs to mine and and. In some ways that's valid and but in a lot of ways it's not. And that's what we do when we look at images. On social media is that we are doing this comparison, seeing if we have achieved whatever it is we think we need to achieve through that comparison. That, I think, is where a lot of the comments that I receive come from and the I'm not worthy. There's a problem and. That's where I'm trying to get with this podcast is that way too often. You have already achieved. But not to the point which is floating out there now. That achievement has to be looked at. Clinically in a way. But more emotionally and way more emotionally. Why is it has to come from deep down your gut? Well, that's what's in a keep moving forward. That growth that growth does come from. Success also comes from that failure. And that failure comes from the lack of fear. And that's a lot to ask from a photographer. Is that. Fear get put on the bench and we'll get that fear. Be that fear often is the fear, a fear of some sort of failure, especially when we've invested so much stock into another photographer this past week. And his fear was his spouse was going to find out just how much gear is in that locker. And he was like, I've got to get rid of some of the stuff before I kind of get shut down. That's a valid fear. And that can definitely, you know, stun a photographer at the same time finding out how much. A photographer invests in being in the field because there's a there's there's a quite a bit of money involved in that time. That's another fear. But all those things, you know, if you go from this is typical of not all but some generalizing. You go from weekend to weekend and you go out and you spend an hour, 90 minutes each weekend out there shooting. You would be surprised the growth that would come just a month of shooting. I was doing some reading, got some interesting reading I'm doing right now. And yeah, you've heard about that 10,000 hour that, you know, to be an expert. Well, what I was reading was suggesting that 20000 hours is a minimum. 30000 hours is probably what it really takes to be that. Expert and the person had a really good logic behind it. And I'm thinking, Wow.

30000 hours. You figure out how many hours there are in a day. Right. And then how many hours there are in a year. And in case you don't know. In a year there are approximately 730 hours. Why do you would say approximate? Because this year is a leap year. Right. So there's going to be a few more hours this year. Now, you take 30,000 and divided by 730 and you get the incredible number of how many years? 41 years possibly, if you spend all your time. So at least according to this one person. Being an expert, which I'm going to put it as the achievement. That's a lot of time. So. It's not reasonable. No, I don't even do that much. I don't think I've ever thought about how many hours, you know, I'm probably putting in. You know, normally I'm probably putting in when I'm not when I'm at the homestead, probably at least 20 hours a week shooting. And when I'm on the road, it's probably more like 40 or 50 in a week. I'm not going to hit that 3000 mark and hitting that 10,000 mark. You know. And. Right, how many years is that? So the achievement isn't just the growing in that measuring stick for growth. It's not the doorjamb, not what our mom and dad's did when we're growing up, you know, kind of thing. It has to be small increments. And those small increments have to be noted by you, not burials, not by any other measures, Jake, than what you do for your own photography. And boy, that is that is the challenge we all need. You know, we all need to feel gratification from what we're doing. There is absolutely no doubt to that because that's partly what we keep on doing. So here's after all this kind of getting around to the end, the point of this is now is a good time, a great time, you know, a cabin fever. We got the chills. Can we go? Oh, we got some cold temps coming. The highest next week for here at the home says be minus five. That's side of high. I don't know who, you know who's who's who's came up with the idea that's a high but minus five. Oof. Anyway, back to the point. I would really recommend to you whatever your your main passion is in your photography, whether it's macro or landscape or birds or mammals or planes or people. Go back six months in your images and your finished images, not the not the next, but finish images and pick ten images that you like the best from back then, and then pick ten images that you've just done in the last few weeks. And look at him and compare the two. And you can compare him easily for mechanic or bridge and look at him. Pick them apart. Be merciless. Look at those images. And I bet. I bet that you're going to say, wow. There is improvement. Now, of course, not all ten from six months ago agree are worse than the ten from you shot. But the vast majority and I bet you would do the simple exercise you will find and learn for yourself. That. There was achievement in the growing. It just hadn't looked at it and seen it that way. And that might just give you the fuel to go out and create some more great images. I appreciate you spending some time with me, folks. You have a marvelous, marvelous week. And remember to make every click your story.