

The Four P's of Success

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As long as I can remember, I have loved being outdoors and observing wildlife. I can remember flipping through the pages of National Geographic admiring the great photographs all the while trying to visualize what it would be like to lead the life of an adventurous wildlife photographer. Although I may have started a career in photography later in life than many people, my dreams are still very much alive.

I enjoy wildlife photography more today than I ever have. However, being successful in this very competitive market requires a lot more than just going out and taking a few pictures. In order to become the best photographer I can be, I have devised what I refer to as the Four P's of Success...

Passion, Purpose, Preparation and Perseverance.

To me, Passion is the key ingredient to being a successful wildlife photographer. **Passion** is defined as "a dedication or strong desire for some activity, object or concept". It's an insatiable thirst. I love the "rush" I get when I photograph a mighty Grizzly Bear or capture a magnificent Bald Eagle. I love wildlife photography. No matter what it takes, I want more!

My photography must have a **Purpose**. There has to be a "method to my madness". By setting both short term and long term goals, I am able to focus on where I want to be as a photographer not just next month or next year, but ten years down the road from now. ***Goals are dreams put in writing.***

Too often, we photographers forget about one of the most important aspects of wildlife and nature photography - **Preparation**. Not only must I have a complete understanding of my camera equipment and use proper technique, I must also have a thorough understanding of my subject's biology in its natural environment. This knowledge is essential. I increase my odds of capturing

excellent images when I have done my homework and am confident of my understanding of proper photographic techniques.



Perseverance, patience and persistency are all great words with very similar meanings and a vital part of the Four P's. Simply said, I will not give up my dreams, I will not quit, no matter how great the odds are or how long it takes, I will succeed. Very few of my best images were taken the first day at a

particular location. I know that I must research, make observations, ask questions and go back as often as I can, determined to capture THE shot and better the images I already have.

I know that if I adhere to the Four P's of Success, I will achieve my goals and so can you.

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