



THE PRODUCERS PATHWAY

By Jette Virdi



WHO AM I & WHAT IS THE PRODUCERS PATHWAY?

I'VE BEEN A FOOD STYLIST AND PHOTOGRAPHER FOR THE LAST 10 YEARS AND HAVE WORKED WITH SOME OF THE BEST FOOD AND DRINK BRANDS IN IRELANDS FOOD SCENE.

PUT SIMPLY THE PRODUCERS PATHWAY IS A MONTHLY MEMBERSHIP TO HELP YOU CREATE CONTENT.

SOME OF MY **CURRENT CLIENTS** INCLUDE: FOLLÁIN PRESERVES, SHELLS CAFE, JAMU, TATLER, INDEPENDANT NEWSPAPER, IRISH TIMES, ALDI, LIDL

PREVIOUS CLIENTS INCLUDE: GUINNESS, SADIES KITCHEN, HOMESPUN, CREAM OF THE CROP GELATTO, SELFRIDGES, TESCO

I LOVE TELLING STORIES, MAKING THINGS PRETTY AND CREATING IMAGES THAT WILL CAPTURE THE IMAGINATION OF YOUR CUSTOMERS, EXISTING AND NEW.

LET ME HELP TAKE SOMETHING OFF YOUR PLATE.



A MONTHLY MEMBERSHIP TO HELP YOU WITH YOUR CONTENT

RATHER THAN PAYING FOR A ONE
DAY PHOTOGRAPHY SHOOT

RATHER THAN ONLY GETTING
SHOTS FROM ONE SEASON

RATHER THAN STRESSING ABOUT
WHAT YOU'RE GOING TO POST
AND GETTING A GOOD SHOT

INSTEAD OF BEING LEFT OUT OF
PRESS BECAUSE YOUR PHOTOS
AREN'T GOOD ENOUGH



YOU GET 3 MONTHS WORTH OF
CONTENT FOR A FRACTION OF
THE PRICE

YOU GET TO ENJOY THE
SEASONS AND SHOW OFF NEW
PRODUCTS

HAVE A BANK OF CUSTOMER
FOCUSED PHOTOS TO CHOOSE
FROM IN AN INSTANT

KNOW THAT YOUR PHOTOS ARE OF
A HIGH STANDARD FOR PRESS,
WEBSITE AND SOCIAL

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ALLOWS YOU TO FOCUS ON WHAT YOU DO AND LET ME HELP YOU WITH THE REST.

EACH MONTH I VISIT YOUR FARM/SHOP/WORKSHOP OR YOU SEND ME PRODUCTS
AND I WILL TAKE 2 HOURS WORTH OF PHOTOS*

THIS COULD BE RECIPES YOU OR I CREATE, IMAGES OF YOU MAKING/WORKING,
PRODUCTS IN SITU AND GENERAL BEHIND THE SCENES.

HELPS YOU HAVE A BANK OF PHOTOS THAT YOU CAN USE FOR YOUR SOCIAL
MEDIA, SEND TO PRESS FOR MEDIA REQUESTS, USE IN ADVERTS AND ON YOUR
WEBSITE.

IS HERE TO HELP YOU. YOU HAVE ENOUGH TO FOCUS ON WITH RUNNING A
BUSINESS, MAKING, GROWING, BEING THE BRAND. IT'S EXHAUSTING DOING IT ALL
SO LET ME HELP.

PRICING

THERE ARE TWO OPTIONS WHEN IT COMES TO THE PRODUCERS PATHWAY:

- 1 I VISIT YOUR BUSINESS EVERY MONTH, YOU'LL THEN RECEIVE 30 EDITED PHOTOS A WEEK AFTER. MINIMUM MEMBERSHIP 3 MONTHS. COST €250 + VAT + TRAVEL @.78CPKM PER MONTH
- 2 #1 AND YOU ADD ON 2 SOCIAL MEDIA CHANNELS. SCHEDULING AND CAPTIONS ONLY. MINIMUM MEMBERSHIP 3 MONTHS. COST €450 +VAT PER MONTH

PAYMENT TERMS: 50% OF THE 3MONTHS MEMBERSHIP TO BE PAID UPFRONT AND THE REMAINDER 50% TO BE PAIDIN THE FIRST WEEK OF THE LAST MONTH. TRAVEL MUST BE PAID EACH MONTH



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Join now and start focusing on
what you do best.

