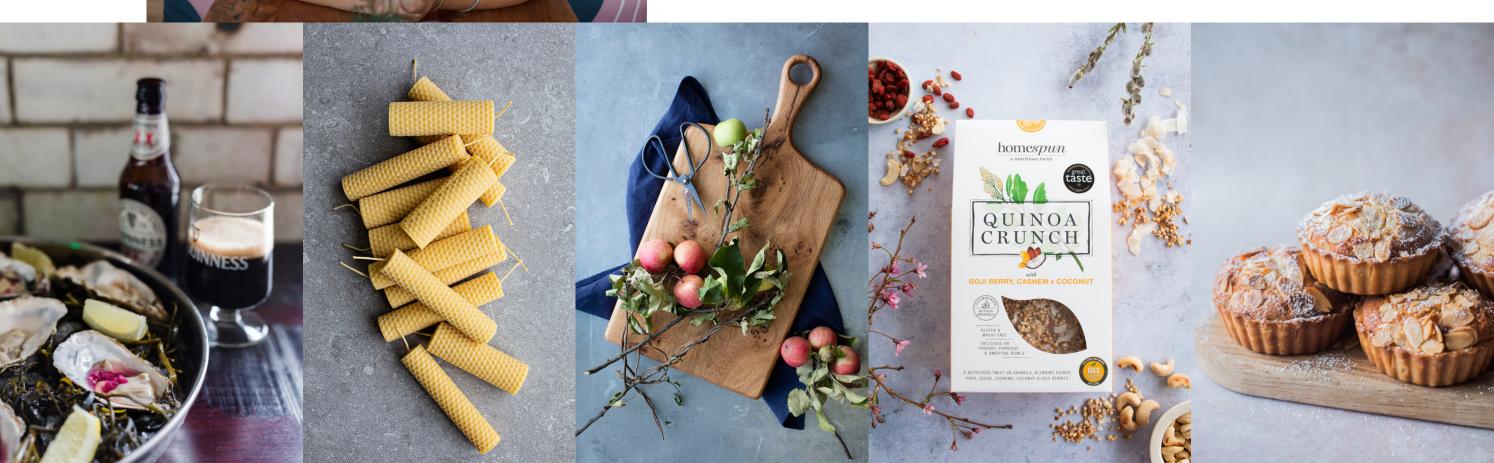


# THE PRODUCERS PATHWAY

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

#### THE PRODUCERS PATHWAY

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.

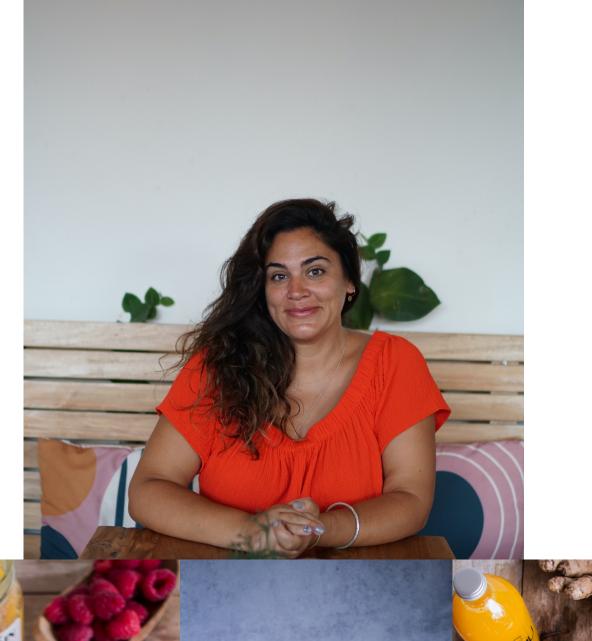
IS HERE TO HELP YOU. YOU HAVE ENOUGH TO FOCUS ON WITH RUNNING A BUSINESS, MAKING, GROWING, BEING THE BRAND. IT'S EXHAUSTING DOING IT ALL SO LET ME HELP.

### PRICING

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

- 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
- #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.

