

106 Student Success Spotlight with Anna Wright

Laylee Emadi

Hey friends, welcome to so here's the thing over the next few episodes, we're doing something really fun over here and we're going to be spotlighting a few of my student alumni from my signature program, the creative educator Academy. Now, these are industry educators who are doing an incredible job of leading within their community, and offering a really impactful and effective education, which is what we teach you to do inside the academy. As we're gearing up to reopen enrollment for the Academy, I wanted to make sure that I was giving you guys a chance to hear some of these amazing success stories. And I also wanted to invite you to participate in our upcoming challenge. This is a three day challenge designed to take you from creator to educator, we are going to make sure that you walk away with fresh content, ideas and the confidence to share your education as the expert that you are. And we're going to get an educational piece of content together and out into the world in just three days. To join the challenge. Just visit LayleeEmadi.com/challenge, or head to the show notes where we'll have it linked for you. And I hope to see you there. As always, this podcast is brought to you by the creative educator Academy. And I really hope that you enjoy these spotlights and this look into what it's like to actually grow an education business as a creative entrepreneur within your industry. As always, I am cheering you on over here and I sure hope you enjoy these episodes.

Laylee Emadi

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and business that you love. I'm your host Layli Ahmadi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey, friends, welcome back to this Spotlight series where I am taking my star students from the creative educator Academy and doing quick interviews with them to highlight what they're offering in their education business so that you can get a better idea of how much you can put together as an up and coming educator. Today we are interviewing Anna Wight who has been on the show before. She's incredible. I love her. She's the owner of Anna Kay photography, and she is doing so much amazing education and being a part of this journey for her. The past few years has been amazing. So Anna, tell me all about all the amazing education that you're putting out there. It's been so fun to watch, you put it out and just like see it flourish for you.

Anna Wright

Hey, thank you lately, that was such a sweet introduction. Yeah, we kind of have our hands in a lot of different education stuff. Right now, we just hosted our first workshop under bloom photography retreats. And that is owned by myself and my good friend Emily, we hosted a two day workshop in Waco, Texas, and had seven or eight photographers join us, we focused on marketing and back end of your business, like all the nitty gritty, and then did a couple styled shoots to to help people kind of troubleshoot during their sessions and just really get like a good grasp on things. We're hosting our next

one in October. And instead of Texas, it's going to be somewhere a little bit more east, we haven't announced it officially yet. But the second one is already in the works. And then I have been doing a lot of one on one mentoring in hourly kind of troubleshooting calls. And then intensives with a couple of photographers to that is where I feel like my heart is just, it's just like little baby chicks hatching and you're like, Oh, I'm so proud of you. So that's been really rewarding just to, you know, I think as you grow in your own business, you forget what you didn't know when you started. And so then pouring that knowledge into somebody else and seeing them actually do what you say and take that information and run with it is really cool. And then the next thing we're working on is my first digital like online self paced course. And that is based off of one of my very first podcast interviews that I did called brand new to fully booked. And it is a roadmap for family and wedding photographers who know how to use their camera, they know what they want to do, but maybe they're just overwhelmed. And it kind of gives them a blueprint on how to garner that momentum and put first things first to grow your business. So really excited about you know, getting that out there into the world and help more photographers that way.

Laylee Emadi

Oh my gosh, that there are so many amazing things you're doing and what I love about hearing you kind of like give the rundown of the education side of your business is that you do have your hands in like multiple types of education and I think that's something that I find kind of difficult to I guess. I find it difficult to communicate to like new students and by the Academy who maybe they sign up for it, and then they take, like the mentoring unit or the in person experience unit or the speaking unit, and I try so hard to encourage people like, you really need to know how to do all these types of things, because you just don't know the direction that your education will take you. Like did you have before you started on your journey? Like, did you know that eventually you would be doing all these different kinds of things? Or was it like an organic kind of growth?

Anna Wright

Definitely not. I think when I joined creative educator Academy, my goal was getting on a podcast, I just wanted to be on a podcast or to kind of share my experience and in hopes that it would connect me with photographers for one on one mentoring, I had no idea that I would have like been chosen to speak on multiple podcasts about a variety of things. I have my first in person speaking this summer at a conference, which when I wanted to do a podcast, I never really wanted to speak on stage, because that's a little terrifying, but also really exciting. And there's so many people that I want to work with in a one on one capacity, and so many workshop ideas that I have, but realistically, I can't do that every weekend, because I still love photographing weddings, and I still love being mom. So that's kind of where the course that people can just take came from, is that I can bottle it up. And maybe I'm not with them, you know, in person every step of the way. But I'm giving them this like blueprint. And then I can be in a great community and answer questions here and there. And so I think just, it all kind of intertwines, I don't know that you could ever do just one piece of the education. I think that'd be really hard.

Laylee Emadi

I obviously I completely agree. And I love hearing like seeing it in action, because it is one of those things that I think when you have one goal, it's really hard to see beyond that goal. Like, okay, what's going to happen when you accomplish your first goal of getting on a podcast? Well, of course, it's going to lead to people wanting to work with you, and then it's going to lead you to seeing pain points. And then it's going to lead other people to being like, oh, I want Anna to come speak at this like of course it will. So I love seeing that play out in real time. It's like, super, I'm like nerding out nerding out about it.

It's so exciting for me. So I love that. Okay, well, I would love to know, I guess for the people listening if you were starting over now, but you had all the knowledge that you have now, like, what's something that you wish you knew when you were starting out? Like, what would you tell someone doing this for the first time?

Anna Wright

Yeah, so I think just with becoming a photographer, in general, and I will say I jumped into being a photographer. So naively, I was just like, You know what, I'm just gonna do it. Because I don't want to, I don't want to do my day job anymore. So I'm just gonna do it. And I really didn't know about like photography clicks, or the moody photographers are just like, hey, I've got a camera, you have a camera, I want to be friends, like, you know, when you jump into something so quickly, you don't really have time to think about if you fail or what people think. But by the time we're ready to become educators, we are in the industry, and we are inundated constantly with all of these people doing so many things. And I think at the beginning, I had some hang ups on Well, I'm still learning. So can I teach? And well, they've already done that. So what can I offer, and I just really was in kind of, like gotten my own head about it, and didn't pursue it as fearlessly as maybe I could have. So I would encourage people to, you know, if you want to do it, like you just you just have to do it. And there's always going to be people who don't see value in what you are offering. But that doesn't mean that there's not 10 other people who will see the value in it. So you just kind of have to take chances. And, you know, it's just like, it's starting a whole nother business, you're gonna have to do some things for free. You're gonna have to do some kind of, you know, maybe crappy interviews occasionally or put on a presentation for three people because that's, that's it, but you still just have to do it and practice it to grow. So, yeah. Okay, well,

Laylee Emadi

I'm obsessed with that answer. 100% as as an Enneagram. Three, I come up against those feelings all the time being established in the industry, seeing my friends and my peers doing stuff. And I'm like, I always get that little impostor syndrome voice like, in the back of my mind. I recently did a podcast episode. I think like, by the time this airs, it'll be like two or three back about mistakes people make and one is like letting impostor syndrome when, because it always exists. Like I can't lie and say it's never it's, you're gonna overcome it forever. Right? But it's letting it win and like you said, if you want to do it, at some point, you just have to go and try and do so I left that, yeah.

Anna Wright

Okay, so yeah, I'm an Enneagram two wing three. And so I really want people to like me, I really want to help people. And I got these like overachieving urges and then I'm like, oh, but what if that doesn't work or what and it just the empath and the overachiever just fight with each other?

Laylee Emadi

Yeah, totally relatable. I'm a three wing two. So we're in the same boat. Okay, so we've kind of followed your map, which I love and seeing your journey kind of unfold. In terms of your work inside the academy. I am just dying to know from you especially because you do you talk so much about like constructive criticism, and really like giving good solid feedback. So I want your feedback here. What was something that you found the most helpful inside the academy? Like, what was your favorite most helpful part or takeaway?

Anna Wright

So on a technical level, it's kind of like a two fold thing, the technical side of it having the very kind of organized way, especially when I was first starting with pitching a podcast, what do I do? How do I structure these things that I want to do, because I know what I had done, but I didn't have that roadmap to figure it out for myself. So I really appreciate it, I'll never forget our first call on your like three things, all you have to do is pick three things that you want to talk about and be known for. And then go. And I'm like, okay, like, I can pick three things. And so I love how it's simplified, but streamlined. So it's not simplified to where it's not good. It's simplified to where you can follow it and make it make sense. I really appreciate that. And then the community wise, I cannot tell you how happy it makes me to be in a group of educators and see people that and I won't name names, but you know, bigger names, like it's not all beginners in the academy and to see other people who are further along in their journey than I am still struggling with things and still feeling frustrated. And still dealing with just life is just so I don't know, encouraging and not that I want them to have issues. But it just reminds me like, okay, it happens to all of us, there's never going to be a point where it doesn't. And I think being on the other side, you look at the educators and you think they have it made, they get to do all this stuff, everybody loves them. And you're not seeing the emails that they're getting from people, you're not seeing the hours and hours of time that they're putting in pulling their hair out trying to make this stuff perfect for you. And so being witness to that is really cool.

Laylee Emadi

Yeah, that's such a good point. I actually, it's funny because I forget so often that people on the outside looking in, they don't always recognize that educators should be the ones that are consistently learning even more. And so that's why I think we do attract people at all levels. Because even if you are like a bigger name, or really established entrepreneur, you may still need help creating really good education. And if that's not your strong suit, to me, it's the mark of a good educator to continue to seek out being better. And I love that you mentioned that because I didn't even I don't even think about that. I just see it. And I'm like good for them. But it is it must be so affirming when you're starting out to be like, Okay, we're all in this doing the same thing. We're all in this together. And it's it's I think, really affirming to see that we all have the exact same struggles no matter where we are in our journey.

Anna Wright

Yeah, absolutely. Even just talking with you, and Vanessa, and how everybody gets nervous before they go on stage. And I'm already kind of nervous for June when I have to speak on stage. But you know, being nervous means I can harness that energy and do a really good job and then drink the margarita when I'm done.

Laylee Emadi

Yes, oh my gosh, hear for that. And also 100% If anybody's listening to this, and they're like, oh, I can never be public speaker, I'd be too nervous. I'm nervous every single time. And truly, if you're ever at the point where you don't have nerves, that concerns me, like there should be a little bit of something there. Well, this was so helpful. And I loved hearing your perspective. And thank you for the kind words but also thank you for breaking it down in a way that I haven't even thought of before. Where can people follow along with you because you are offering so many amazing things. I want people to make sure that they can get in touch with you.

Anna Wright

Yeah, so on Instagram, you can find me at Anna K dot photography. Our workshops are under bloom photography retreats, and then I will next up be at the graceful gathering in June and I'll be delivering

my signature talk on constructive criticism. So I'm really pumped for that. And then yeah, the course should be launching by the end of June. So stay tuned for all the fun things.

Laylee Emadi

So so excited for you and I'm so proud of you and I'm just I love I love having a front row seat to all of this. Y'all go make sure you follow and I will put all of these Things You know the drill is all going in the show notes, so don't worry about links. Thanks again. You're the best.

Anna Wright

Thank you Laylee.

Laylee Emadi

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