

Want to make commercial photos like Paul Von Rieter?

Enjoy this short recap of his Create With Me video



1

Identify your client

Many image makers focus on having a client, and are full of ideas once a project is underway. But is landing the brand of your dreams simply a waiting game? Not according to Paul. He believes that if you narrow down your field, and determine who you would like to work with based on creative passions, you're much more likely to draw them in.

This example image could easily fit within a major campaign, but it was created without commission, to garner professional interest. Evidently, Paul leads by example.



2

Develop your concept

A strong campaign approach is everything – but where to begin? If you ask Paul, he'll tell you to consider what hasn't been done. Now, it's ill advised to stray too far from a brand's established output. Afterall, most have a distinct set of looks and beliefs. However, what you can do is concoct a new visual concept, lighting style, or broader aesthetic, that pushes previous imagery further than before.

This photograph was ideologically inspired by an animated movie Paul watched with his young son. He applied a beautifully simple quote to his work: "see a need, fill a need".



3

Create a team

Paul's third tip is to find a band of fellow creatives to help you enact your photographic vision. "Rome wasn't built in a day, nor was it built with two hands," he notes.

Depending on your personal areas of expertise, find those who can fill the gaps – be it lighting, makeup artistry, clothes styling, or, of course, modelling. Not only will their skills build upon your foundations to achieve a better result, but you'll begin to make important connections with like-minded creatives, for professional or personal collaboration.

Looking at Paul's images – or those of any other high-level professional – it seems obvious such output could only be the result of teamwork. Still, for those earlier in their journey, it often goes overlooked.

**Closing date for entries to Paul's Challenge:
11:59PM EST November 30, 2022**

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Challenge**

