



1:1 CREATIVE NEWBORN & MATERNITY PORTRAIT MENTORING

**FROM A STUDIO PORTRAIT
TO SOMETHING EXTRAORDINARY**

A personalised mentoring experience for professional photographers who want to integrate AI, creative direction and artistic post-production into a distinctive newborn and maternity workflow.

THE PHILOSOPHY

IT'S NOT JUST AI. IT'S CREATIVE DIRECTION.

AI becomes powerful only when you know what to ask, how to photograph for the final result, and how to blend everything into a believable image.



*Photography first.
AI as a creative extension.*

WHO THIS IS FOR

THIS MENTORING IS FOR YOU IF...

- You are a professional photographer with experience in newborn and/or maternity portraiture.
- You want to create images that feel unique, artistic and difficult to find elsewhere.
- You want to offer a more innovative, premium creative service to your clients.
- You want expert guidance to integrate AI into a real photographic workflow - not replace photography.
- You want a concrete method for concept, shooting, compositing and commercial presentation.

A woman with long blonde hair, wearing a long white dress, stands in a field of white flowers. She is looking up towards the sky, and her dress is flowing. The background is a soft-focus field of white flowers and trees.

*You already know how to photograph.
Now we expand what the photograph can become.*

WHAT YOU WILL LEARN

FROM IDEA TO FINISHED ARTWORK.

By the end of the mentoring, you should have a clearer creative system for moving from an intentional studio capture to a finished image that still feels like your photography.

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|----|------------|---|
| 01 | DEFINE | your creative direction and visual identity |
| 02 | DESIGN | concepts with palette, light, perspective and narrative |
| 03 | PHOTOGRAPH | strategically for the final composite |
| 04 | PROMPT | with more control and less generic AI output |
| 05 | COMPOSITE | with realistic light, depth, colour and atmosphere |
| 06 | PRESENT | the service with stronger value and positioning |

FORMAT

A 1:1 MENTORING EXPERIENCE IN STUDIO OR ONLINE.

The mentoring is private and tailored to your needs. It can take place in my studio in Lonato del Garda or online, depending on the way you work best and the areas you want to develop.

1

VISION & STRATEGY

Portfolio, style, positioning and goals

2

VISUAL CONCEPT

AI backgrounds, references, prompts and creative direction

3

STRATEGIC SHOOTING

How to capture for the image you intend to build

4

ARTISTIC POST-PRODUCTION

Photoshop compositing, blending and finishing

5

OFFER & SALES

Pricing, presentation and communicating value

MODULE 01

VISION & STRATEGY

Before building new worlds, we clarify what makes your photography yours - and where creative portraiture fits within your brand.

- Review your portfolio, current style and strongest visual patterns.
- Clarify the type of creative images you want to become known for.
- Identify what should remain photographic and what can be expanded creatively.
- Create a direction that supports your positioning rather than following trends.
- Define a realistic creative workflow for your existing client experience.



MODULE 02

AI BACKGROUNDS & VISUAL CONCEPT

We use AI as an art-direction tool: not to generate random “pretty backgrounds”, but to create scenes that are designed around your photograph.

- Concept development and visual references
- Palette and material direction
- Light direction and atmosphere
- Perspective, scale and camera logic
- Prompt structure and iteration
- Keeping the result coherent with the subject
- Avoiding the “generic AI template” look
- Building reusable creative thinking, not copy-paste prompts



MODULE 03

STRATEGIC SHOOTING

The quality of the final composite begins in camera. We work backwards from the finished concept and make the studio capture easier to integrate.

- Choose camera height and perspective with the future scene in mind.
- Create light direction that can be matched convincingly in the composite.
- Plan pose, negative space and framing for the environment you want to build.
- Capture clean edges, useful variations and enough information for post-production.
- For newborn work, safety remains photographic: the baby is photographed safely, while the imaginative environment is created afterwards.



THE FINAL IMAGE SHOULD FEEL IMPOSSIBLE - THE PHOTOGRAPHIC FOUNDATION SHOULD FEEL REAL.

MODULE 04

ARTISTIC POST-PRODUCTION

This is where separate elements become one image. We work in Photoshop on the details that make a composite believable rather than “pasted together”.

- Selection, masking and clean subject extraction
- Edge refinement and natural transitions
- Matching exposure, colour temperature and contrast
- Building shadows, depth and atmospheric separation
- Integrating fabric, flowers, light or environmental elements
- Final colour grading and artistic finishing while keeping skin natural



MODULE 05

OFFER, PRICING & SALES

Creative work only becomes a sustainable service when the client understands why it is different and what they are paying for.

- How to position the creative experience within your current photography offer.
- How to present the transformation without selling “AI” as the product.
- Pricing logic: time, complexity, exclusivity and perceived value.
- How to describe the service so clients understand the artistic process.
- How to preserve your photographic identity while offering something new.

A pregnant woman with long dark hair, wearing a red strapless corset-style top and a voluminous red tulle skirt, stands amidst large red flowers. She is looking directly at the camera with a soft expression. The background is a soft-focus grey.

*The client is not buying a prompt.
They are buying your vision.*

WHAT'S INCLUDED

YOUR MENTORING INCLUDES

- One private 1:1 mentoring day, tailored to your needs.
- In-studio or online delivery, depending on your goals and circumstances.
- Custom prompts developed around your creative direction.
- Artistic post-production in Photoshop and supporting visual resources.
- Mini-guide: "How to Sell the AI Experience".
- Review of one of your own works 1-2 weeks after the mentoring.



CHOOSE THE FORMAT

IN STUDIO OR ONLINE.

IN MY STUDIO

Lonato del Garda

Ideal when you want the mentoring to include direct work around studio shooting decisions, physical setup, lighting logic and the full creative workflow in the same space.

The exact content is still tailored to your experience and the areas you want to develop most.

ONLINE

Live personalised mentoring

Ideal when travel is not practical or when your priority is portfolio strategy, concept development, AI workflow, post-production and the commercial side of the service.

We adapt the mentoring to your own images, workflow and specific questions.

*Same philosophy. Same 1:1 attention.
Different delivery - according to your needs.*

BEFORE & AFTER

MAKE THE DAY WORK FOR YOU.

BEFORE THE MENTORING

- Prepare a small selection of recent work that represents where you are now.
- Write down the creative problems, doubts and goals you most want to solve.
- Think about the type of client experience you want to create next.

AFTER THE MENTORING

- Apply the workflow to one of your own images.
- Within 1-2 weeks, send one finished work for review.
- Use the feedback to refine your process and make it repeatable in your own style.

*The goal is not to leave with one beautiful image.
It is to leave knowing how to create the next one.*

INVESTMENT

AN INVESTMENT IN YOUR CREATIVE LANGUAGE.

This mentoring is designed to expand the way you think about portrait photography - from the image you capture in studio to the artistic world you can build around it.

PRIVATE 1:1 MENTORING

€ 1,500

One personalised mentoring day + included resources + 1 follow-up work review.

COME WITH A PHOTOGRAPHER FRIEND

€ 1,100 EACH

One shared mentoring day for both photographers.

A good option when you want to learn together while keeping the same complete program.





I DON'T WANT TO TEACH YOU
TO COPY MY STYLE.

I WANT TO HELP YOU
BUILD YOURS.

Creativity + technique + photographic direction + commercial vision.

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