



CERTIFICATION PROCESS

INTRODUCTION

Many members begin certification by reading and passing the certification modules before they have the client work to document a project. The modules teach you the skills so you can confidently complete a project. Following are the

1. Read and comprehend the five certification modules and pass the quizzes.
2. Document a paying client project that covers more than one aspect of photo management and demonstrates your knowledge and implementation of industry standards and The Photo Managers' Best Practices. You can submit documentation of a second project if the first was only one type of service.
3. Submit a paying client name and contact information for a reference check. We will contact them for a brief conversation on the process and their satisfaction with the outcome.
4. An informational interview with CEO Cathi Nelson, to get to know you and your business journey and welcome you as an official Certified Pro. You will also be asked to agree to our Code of Ethics and Best Practices.

GETTING STARTED

1. Purchase the certification program either as part of your initial membership in The Photo Managers or separately if you are already a member.
2. Go through the five modules and take the quizzes at the end of each. You must score 90% or higher on the quizzes to pass. You can retake the quizzes as often as you need.
3. Refer to the Forum to ask additional questions, and check out the related documents in the Resource Library.

4. Decide which client project(s) you will use for the documentation portion of the certification requirements. Familiarize yourself with the required documentation listed below before you begin filling out the documentation form.
5. Decide which client you will use for the reference. It does not have to be the same client(s) used for the documentation portion.

CLIENT DOCUMENTATION QUESTIONS

Getting this information together before you start filling out the form will save you time. Repeat this information for a second project if the first was only one type of photo management service.

- Your contact information, including a business URL and a brief description of your company.
- A brief description of the client project(s)
- The project(s) goal
- The project(s) timeline
- Any additional information that may be helpful to know about the project(s)

- **Part 1 - Initial Meeting** - documenting how you initiated the project with the client.
 - a. Upload a screenshot or PDF of the client needs assessment, proposal, or contract.
 - b. Briefly describe 1 - 3 positive outcomes from the initial meeting and the beginning of the project.
 - c. Do the same for any areas of improvement.
 - d. Consider what you would change or keep doing next time.

- **Part 2 - Progress Updates** - documenting how you communicate with the client during the project.
 - a. Screenshot some examples of how you communicated with them
 - b. Briefly describe 1 - 3 positive outcomes about client communication.
 - c. Do the same for any areas of improvement.
 - d. Consider what you would change or keep doing next time.

- **Part 3 - Project Delivery** - documenting the final results and how you presented the completed project to the client.
 - a. How did you meet the client's goals?
 - b. Upload an image/s of the final presentation.
 - c. Briefly describe 1 - 3 positive outcomes about the final results and project delivery.

- d. Do the same for any areas of improvement.
- e. Consider what you would change or keep doing next time.

- **Part 4 - Client Recommendation**

- a. Client name, phone, email and preferred method of communication.
- b. If the client is different from the one or two presented here, provide a brief description of their project.

FINAL STEPS

1. Once the certification form is submitted, you'll receive an email confirmation and we will reach out to your client reference within 3 - 5 business days (M - F, 9am - 5pm Eastern).
2. After the client reference is completed, you will receive an email to schedule the informational interview with Cathi. This is informal and will take approximately 15 minutes of your time.
3. When all requirements are met, your status will be changed to Certified. Your profile will be searchable in the public Directory on ThePhotoManagers.com and you will receive a badge JPG for use in online or print marketing.