



FOR IMMEDIATE RELEASE

GoingPro™ Educational Outreach for Emerging Professional Photographers Announced

Marketing Essentials International & Bourne Media Group develop new business resource encompassing a range of educational materials

Akron, OH & Gig Harbor, WA (March 31, 2010) – Marketing Essentials International (MEI) and Bourne Media Group (BMG) announce today the formation of GoingPro (<http://goingpro2010.com/>), a totally new program providing educational opportunities and business advice for emerging professional photographers interested in all styles of photography including wedding, portrait, nature, commercial, stock, photojournalism, fine art and more.

Created by MEI's Skip Cohen and BMG's Scott Bourne, GoingPro is a year-long annual program dedicated to educating professional and aspiring professional photographers through a soon to be published GoingPro book, educational workshops, national conferences, free webinars and podcasts, blog and training DVD.

“Scott and I developed the idea for the GoingPro project after countless discussions we have had with photographers who were either trying to break into the photography business or who wanted to improve their income from an existing photo business,” said GoingPro Co-Founder Skip Cohen. “Many of these photographers desperately need help in understanding the value of the service they provide, marketing and business direction and technical suggestions on how to become better photographers. The educational materials created for the GoingPro program evolved from studying these photographers, their needs and the holes in the current training available.”

“What began as an idea for a book that would actually show aspiring professional photographers what to do and how to do it turned into something so much larger in terms of educating photographers,” said GoingPro Co-Founder Scott Bourne. “Skip and I soon saw the need for a broader project which includes not only the book, but podcasts, a blog, webinars and conferences. I'm thrilled to have a chance to share my experience with emerging photographers and hope to help them become successful quickly.”

Webinars and podcasts produced for the GoingPro project may include not only Skip and Scott, but a handful of specially selected industry icons as guests to add to the educational experience of GoingPro. Topics will include setting up a photo business, sales, marketing, pricing, customer relations, utilizing social media, and networking, as well as very specific programs dedicated to lighting techniques, establishing a effective digital imaging workflow, working with labs, building a portfolio, being active in the community, and more.

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About GoingPro

GoingPro encompasses a book to be published by Random House late spring 2011, the GoingPro Blog www.GoingPro2010.com, monthly educational webinars and podcasts (beginning next month), a national mini-tradeshow and conference (to be held annually rotating between San Francisco, CA and Boston, MA starting later this year), and training DVD (available later this year) which will contain educational materials compiled from the national tradeshow, webinars, podcasts and live recordings with Skip Cohen and Scott Bourne.

GoingPro2010.com blog will be the hub for all GoingPro activity and will be a gathering place both for photographers who are interested in learning more about the GoingPro program and those who are already involved with GoingPro.

At least once each month, Skip and Scott will publish the GoingPro podcast or webinar. This free radio-style podcast will be available online through sources such as Apple's iTunes Store and the Zune Marketplace for photographers who want to keep up-to-date on the activities of the GoingPro program. Skip and Scott will also provide valuable, free information on the business side of photography during each podcast.

About Bourne Media Group (BMG)

Bourne Media Group provides media content and consulting to companies operating in the photography, video, radio, television, motion picture, podcast and social media space. The company provides services to a very limited number of clients at a time to ensure that they offer the highest level of service. For more information visit <http://bournemediagroup.com>.

About Marketing Essentials International Inc. (MEI)

Marketing Essentials International Inc. (MEI) is a full service consulting company involved in a wide variety of projects within the professional and consumer imaging industries. MEI's purpose is to focus on marketing, business and education for all levels of photography, from amateur to professional. Activities and events created by MEI are dedicated to the support of the professional photographic community. For more information visit www.mei500.com.

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