



THE COMPLETE  
**WELCOME**  
**GUIDE**

SUE BRYCE EDUCATION

The SBE landing page states,

*“The Most  
Comprehensive  
Portrait Education  
in the World.”*

Over the last five years of SBE,  
we have been building, evolving,  
and developing this content, and

the SBE library now hosts  
**OVER 1,000 VIDEOS.**

It's truly remarkable.

## Our global community is beyond anything I have ever seen.

In this support & networking group,  
you will be surrounded by multiple levels  
of business owners and genres  
of photography.

This content comes from over 30 years of **my** experience in a working  
photography studio plus 10 years of educating photographers. The greatest  
experience for me is working with photographers from start-up, watching them  
discover their path, launch their brands, and break through the selling barrier.

Feel welcome to create your own team of watch parties. If you have any friends that  
might need the *Money* videos or the *Self-Value* videos, this is not limited just  
to photographers—feel free to share with anyone you think could use a boost.

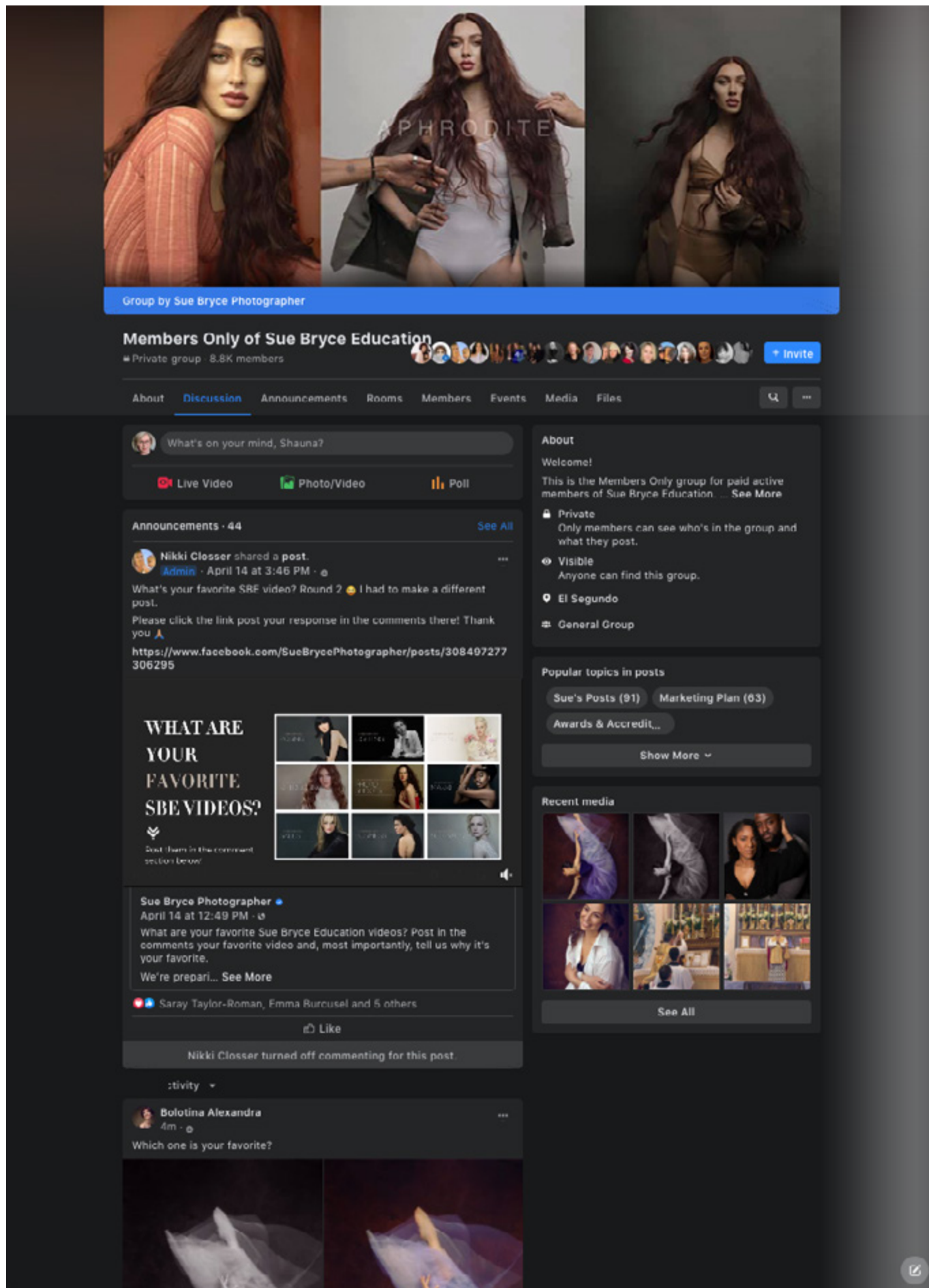
This is 7 days to learn and share. I know it's so hard to stay focused right now,  
especially on work, so make time to study throughout this week. **Book** yourselves  
study sessions, show up with accountability partners, or work as a team  
to learn something new. This might be the focus you need.

I will be doing live video coaching every day,  
Monday through Friday at 12:00 p.m.

*(Pacific Standard Time)*

Just click on **“LIVE”** on the top left of our  
website navigation bar, and you'll be able to ask  
me questions every day in the chat.

## Be well, Sue



# Who is SBE?

We have an 8,000+ community of people from around the world

at different levels of experience, and we actively support each other in our exclusive Members-Only Facebook group, our 90-Day-Challenge study groups, our live chats on the SBE website, and on The Portrait System Podcast and Clubhouse chats.

Within our community, there are certain names you will see repeatedly in the FB group, in the live chats, and behind our customer support email. This is our team of mentors, moderators, and customer support staff who are dedicated to helping you make the most of your educational experience.

We recommend that you look up their profiles in our Accredited Photographer Directory:

[SueBryceEducation.com/directory](https://SueBryceEducation.com/directory)





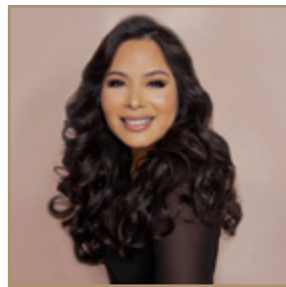
## Nikki Closser

Host of The Portrait System Podcast and Mentor

## MENTORS



Cat Ford-Coates



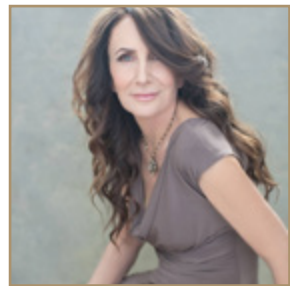
Saray Taylor-Roman



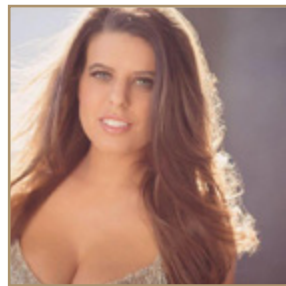
Tammy Zurak Allen



Michelle Taylor Jones



Kitti McMeel



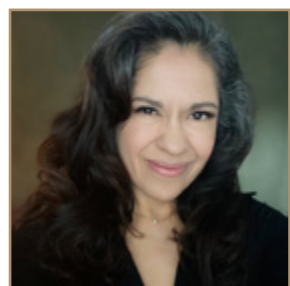
Ashleigh Taylor Henning



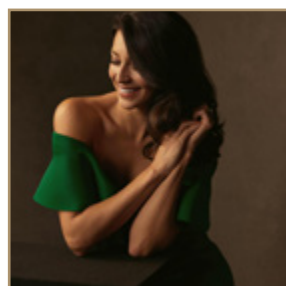
Bethany Tubman Johs



Lenka Jones



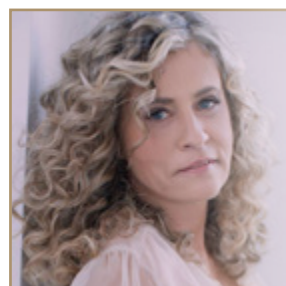
Rosaura Sandoval



Kristina Wikle

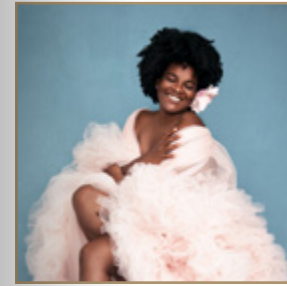


Alice Prenat



Ann Landstrom

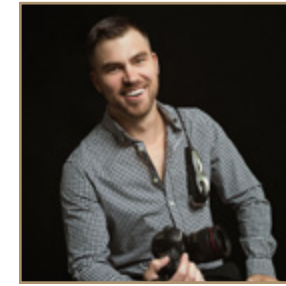
## MODERATORS



Hadonica Murphy



Oren Sew

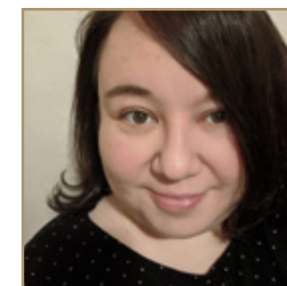


Nicholas Cormier

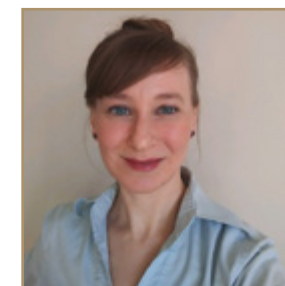


Gerson Lopes

## CUSTOMER SUPPORT



**Ella Ketzner**  
Director of Customer Support



**Abbey Pleviak**  
Customer Support Specialist





## What is Sue Bryce Education?

Sue Bryce Education is the premiere subscription-based educational platform for anyone who wants to learn a proven (*not just for Sue, but for anyone willing to do the work*) method on how to build a six-figure/year portrait photography business. With over 1,000 videos on topics ranging from lighting to sales, Sue shares her knowledge and helps photographers find success.

## Who is Sue Bryce?

*(A native of New Zealand who has been a resident of the US for awhile now.)*

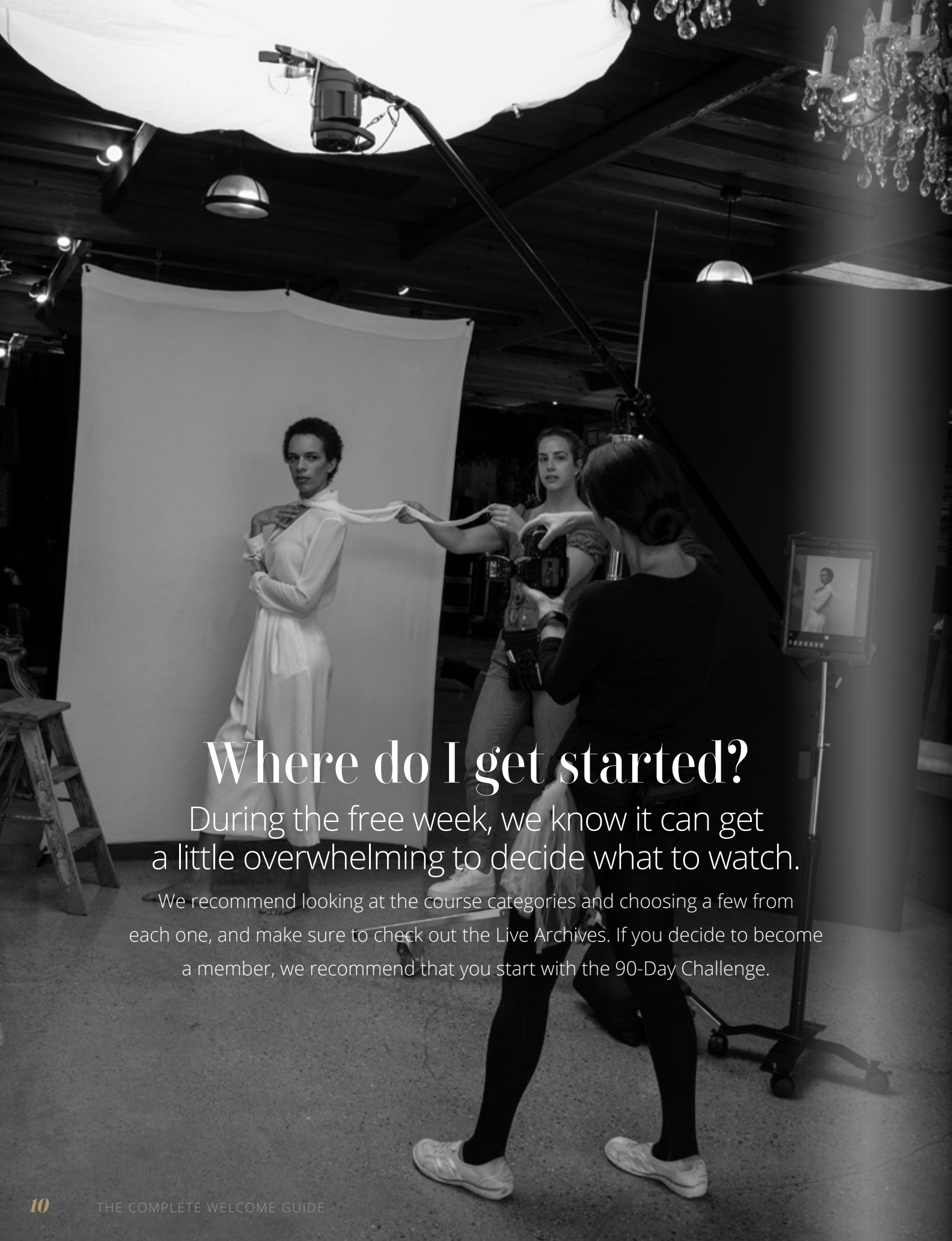
Sue Bryce is an internationally highly-respected & awarded portrait photographer and a Canon Explorer of Light.

Through trial and error, she created a marvelously successful business model and wants to share that knowledge with anyone who wants to build a thriving portrait photography business.

**Sue's mission is to help others succeed.**







## Where do I get started?

During the free week, we know it can get a little overwhelming to decide what to watch.

We recommend looking at the course categories and choosing a few from each one, and make sure to check out the Live Archives. If you decide to become a member, we recommend that you start with the 90-Day Challenge.

## What is the 90-Day Challenge?

This is a 90-Day program designed to help portrait photographers hone their craft and develop their business into a profitable, successful one. Each module in the course is an essential curriculum for becoming a professional portrait photographer with a thriving business.

While you can jump in right away and start it, we recommend joining our community study group. We go through the challenge as a group several times a year. The next round begins soon—email our support team

for more information:

[support@suebryceeducation.com](mailto:support@suebryceeducation.com)

## What tools/equipment do I need to get started?

All you need is a camera, a computer, or tablet/mobile phone with an internet connection, an SBE membership, and a desire to learn portrait photography and how to build a business.



# The Portrait System Podcast

[suebryceeducation.com/podcast](https://suebryceeducation.com/podcast)

The Portrait System Podcast is hosted by longtime SBE member and mentor, Nikki Closser with new episodes released every Monday.

The majority of podcast guests are professional photographers who have benefited from Sue's education model in some way or have otherwise demonstrated similar values and ideals.

SUE BRYCE EDUCATION

LIVE BLOG PODCAST COURSES DOWNLOADS THE PORTRAIT MASTERS MY ACCOUNT FAQ

# PORTRAIT SYSTEM

POWERED BY SUE BRYCE EDUCATION

## SUBSCRIBE TO THE PODCAST

Apple Podcasts Spotify Stitcher Overcast Google Podcasts

## NEW EPISODE EVERY MONDAY!

Tune in every Monday as host Nikki Closser shares stories of photographers from around the world as they navigate the world of photography, business, money, and so much more. Missed an episode? Be sure to subscribe and check out past episodes below.

### EPISODE 66: Latesha Bryant

The Portrait System Podcast  
Powerful Images with Latesha Bryant How to Create Viral & ART19

SHARE RSS DOWNLOAD DESCRIPTION

00:00 / 50:43

### Special Announcement from George, Sue, Aaron and Craig

The Portrait System Podcast  
Special Announcement From Sue Bryce and the Founders ART19

SHARE RSS DOWNLOAD DESCRIPTION

00:00 / 53:20

### EPISODE 65: Mark Mann

The Portrait System Podcast  
Celebrity Photographer Mark Mann Shares His Incredible Jour... ART19

SHARE RSS DOWNLOAD DESCRIPTION





# The Portrait Masters Awards and Accreditation

[suebryceeducation.com/awards](http://suebryceeducation.com/awards)

The Portrait Masters Awards and Accreditation focuses on achieving excellence in our craft in two ways:

## It's an image competition.

For each category, there is one category winner and 19 honorable mentions. Category winners receive \$1,000 and are featured on our podcast and blog.

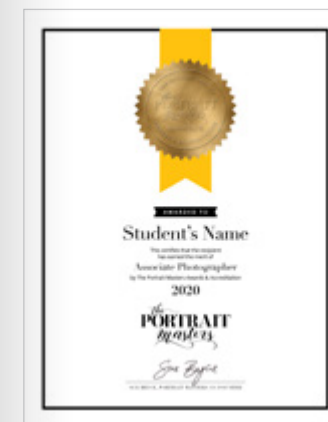
There is a final Grand Champion winner who receives \$1,500 and is featured on our podcast and blog.



## It's an accreditation program.

Each entry is scored five times by our panel of distinguished judges, accruing points which count towards earning Associate, Master, and Fellow accreditation.

These rankings show that the photographers' work is of professional standard. Upon attaining accreditation, they are added to our **Find a Photographer Directory**, where customers can search by location to find an outstanding photographer in their area.





# The Portrait Masters Store

[ThePortraitMasters.com](http://ThePortraitMasters.com)

The Portrait Masters Store is filled with additional courses, templates, guides, and more by educators that Sue adores.

The screenshot displays the homepage of The Portrait Masters Store. At the top, there are navigation links for 'CART', 'LOG IN', and 'SUPPORT'. Below this, the store's name 'THE PORTRAIT MASTERS STORE' is prominently displayed in a large, white, serif font against a dark background featuring a collage of portrait photographs. Underneath the main title, there are several menu categories: 'E-LEARNING', 'PRESETS & TEXTURES', 'POSING CARDS & GUIDES', 'MUSIC', 'TEMPLATES', and 'GEAR'. The main content area is divided into three sections: 'E-LEARNING', 'THE PORTRAIT MASTERS LIVE: CLASSES', and 'PHOTOSHOP & LIGHTROOM CLASSES'. Each section contains a grid of course cards, each with a thumbnail image, a title, the instructor's name, and a price. A 'VIEW MORE' button is located at the end of each section. The 'E-LEARNING' section includes courses like 'The Location Lighting Series' (\$199), 'The Lighting Series' (\$199), 'The Fashion Series' (\$199), 'The Business of Fashion Photography' (\$199), 'The Boudoir Series' (\$199), 'The Kara Marie Boudoir Bundle' (\$299), 'Painterly Portraits' (\$129), 'Creative Portrait Series' (\$99), 'Finally Get Organized: Simple Photography Workflow and Archiving' (\$99), 'The Family Posing Series' (\$99), 'Sell Your Work' (\$169), and 'Camera 101' (\$99). The 'THE PORTRAIT MASTERS LIVE: CLASSES' section includes 'The Portrait Masters LIVE Conference Bundle', 'The Art of Crafting Editorial Portraits by Jai Mayhew' (\$59), 'Defining Your Style with Aperture, Modifiers and Lighting by Matthew Jordan Smith' (\$59), 'Money Management for Creatives by Susan Stripling' (\$59), 'Capturing Authentic Connection & Intimacy by Ang McCabe' (\$59), 'Purpose and Profit by Jerry Ghionis' (\$59), 'Beauty Photography Essentials by Kate Whyte' (\$59), 'Creative Pivot by Caroline Tran' (\$59), 'A 2020 Conversation With 2010 Kesha by Kesha Lambert' (\$59), 'Creating GIFs to Enhance Storytelling by Ang McCabe' (\$59), 'Never Quit Your Day Job by Karl Ferguson' (\$59), and 'A Retoucher's Top 5 Tips by Kristina Sherk' (\$59). The 'PHOTOSHOP & LIGHTROOM CLASSES' section includes 'The Power of Color to Transform Your Images' (with Bella Kotak), 'Editing from Start to Finish' (with Bella Kotak), 'The Retouching Series' (with Pratik Nair), and 'Essential Retouching Workflow' (with Pratik Nair).

FREE WEEK ONLY SPECIAL OFFERS  
What special offers are there?

The Portrait Masters Store:  
[theportraitmasters.com](http://theportraitmasters.com)

**20% OFF**

with the code

**SBEFREEWEEK**

*(Expires May 1, 2021)*

SBE Members get additional discounts from select partners.

Check out the discounts box on  
your Dashboard for more information!

## Existing Members

(Existing Members Only)

**ONE FREE ENTRY  
TO THE NEXT ROUND**

Submission Window  
May 15th - June 15th



Member Value of \$20  
Non-Member Value \$40

(Existing Members Only)

**The Portrait System  
Refer-A-Friend**

When existing members refer a friend,  
and they join SBE on a yearly plan,  
both you & your friend will receive a

**\$50 COUPON**  
to The Portrait Masters Store!!!

## New Members

(New Yearly Members Only)

**SAVE  
\$100 OFF  
A YEARLY  
PLAN**

New Members Pay \$299  
*(Regularly \$399)*

(New Yearly Members Only)

**ONE FREE ENTRY  
TO THE NEXT ROUND**

Submission Window  
May 15th - June 15th



Member Value of \$20  
Non-Member Value \$40



# What is the Portrait System Refer-A-Friend?

The Portrait System Refer-A-Friend is an exciting opportunity for you to earn Portrait Masters Store credit by referring Sue Bryce Education to your network.

It's a small way for us to show appreciation for our community.

When anyone signs up on SBE on the Yearly Plan between Friday, April 16th - Friday, April 30th and follows the instructions below, you both get \$50 credit to the Portrait Masters store.

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## How does the Refer-A-Friend work?

- 1) You (*aka Existing Member*) must email [support@suebryceeducation.com](mailto:support@suebryceeducation.com) and on that email CC your friend (*aka The Newbie*) who you would like to refer.
- 2) In the email headline, please write:  
*"[NEWBIE NAME]'s invitation to Sue Bryce Education."*
- 3) Feel free to personalize the email, but you must include the following:  
*"If you join SBE on the Yearly Plan from this referral, please respond to this email and include my email address and the SBE support email: [support@suebryceeducation.com](mailto:support@suebryceeducation.com)."*
- 4) If your friend **joins the yearly membership** and **lets our support team know by emailing us**, SBE support will personally follow up with both of you with a **\$50 GIFT CARD** to use on anything in The Portrait Masters Store.  
*(excluding gear and posing cards)*

How many friends can you refer to SBE?

There's no limit on the number of friends you can refer to SBE!  
That means unlimited store credit potential!

Do they have to be a new member?

If they are a former member who is willing to come back **YEARLY** for \$299, you can refer them. Otherwise, they have to be a new member.

Do they have to get a yearly membership?

Yes, they have to join on the **YEARLY** plan.  
Memberships **will not be refundable** due to the store credits.

Do they have to email me  
(*the existing member*) and SBE support?

Yes, they absolutely have to respond to the email you send to them and to us once they have signed up on the yearly membership plan.

## Have other questions?

Reach out to us at:  
**[support@suebryceeducation.com](mailto:support@suebryceeducation.com)**  
with all your queries.

SUE BRYCE EDUCATION  
**Free Week  
SCHEDULE**

MONDAY  
**April 19th**

12:00 p.m. (PST TIME)  
SBE Live with Sue + Nikki Closser  
*Website Walking Tour on the SBE Website*

1:30 p.m. (PST TIME)  
Clubhouse App @theportraitsystem  
*Guest Host: Cat Ford Coates  
with Guests: Pratik Naik & Bella Kotak*

TUESDAY  
**April 20th**

12:00 p.m. (PST TIME)  
SBE Live with Sue + Saray Taylor Roman  
*Coaching on the SBE Website*

1:30 p.m. (PST TIME)  
Clubhouse App @theportraitsystem  
*Guest Host: Kitti McMeel  
with Guest: Caitlin Timmins*

WEDNESDAY  
**April 21st**

12:00 p.m. (PST TIME)  
SBE Live with Sue + Nikki Closser  
*Podcast and Community on the SBE Website*

1:30 p.m. (PST TIME)  
Clubhouse App @theportraitsystem  
*Guest Hosts: Lenka Jones & Ann Landstrom  
with Guest: Michele Celentano*

THURSDAY  
**April 22nd**

12:00 p.m. (PST TIME)  
SBE Live with Sue + Hadonica Murphy  
*Supporters & Moderators on the SBE Website*

1:30 p.m. (PST TIME)  
Clubhouse App @theportraitsystem  
*Guest Host: Saray Taylor Roman  
with Guest: Donnamaria Robinson Jones*

FRIDAY  
**April 23rd**

12:00 p.m. (PST TIME)  
SBE Live: Portrait Masters  
Awards & Accreditation  
*Mirror Posing Demo on the SBE Website*

1:30 p.m. (PST TIME)  
Clubhouse App @theportraitsystem  
*Guest Host: Ashleigh Taylor Henning  
with Guest: Susan Stripling*

## How do I attend the LIVES on SBE?

Go to **SueBryceEducation.com** in a web browser and click on "LIVE" in the navigation bar.

## What is Clubhouse?

Clubhouse is a new audio-only social media networking app that is available to download on iPhones and iPads.

*(Clubhouse is in BETA, so they are only available on Apple devices at this time.)*

We record our Clubhouse chats and turn them into bonus podcast episodes.

**If you don't have an Apple device, be sure to subscribe to the podcast!**

## How do I attend the LIVES on Clubhouse?

First, if you don't know about Clubhouse yet, learn more here:

[alanaleephoto.com/the-ultimate-guide-to-clubhouse](https://alanaleephoto.com/the-ultimate-guide-to-clubhouse)

Second, once you get on Clubhouse, follow The Portrait System Club.

**Just search for: @theportraitsystem**

Once you follow our club, you'll get alerts in the app when we are about to go live.

Make sure to like and follow The Portrait System on Facebook:

[facebook.com/theportraitsystem](https://facebook.com/theportraitsystem)

And on Instagram:

[instagram.com/theportraitsystem](https://instagram.com/theportraitsystem)



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[suebryceeducation.com](http://suebryceeducation.com)