

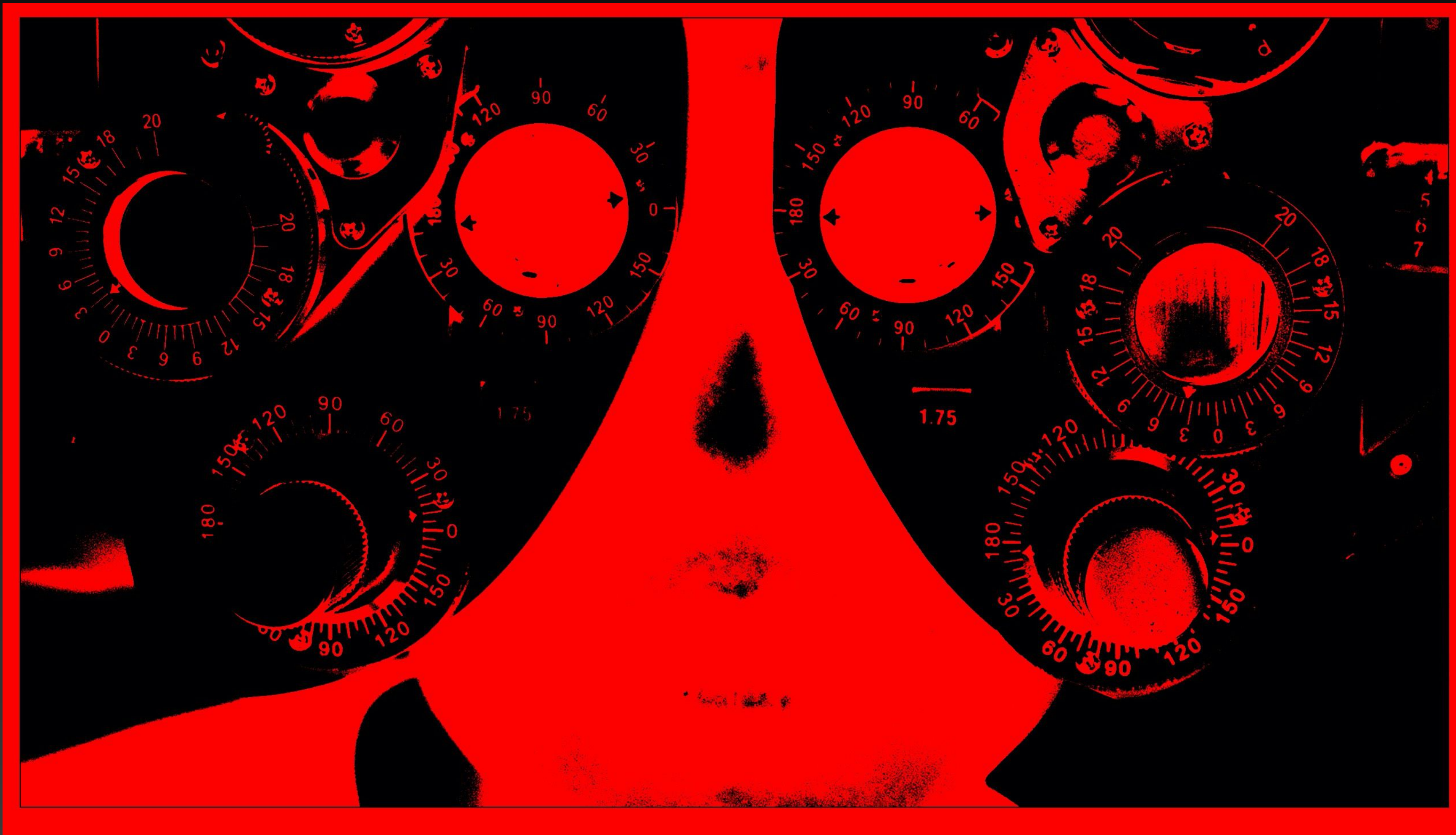
# ERIC KIM Photography

## Entrepreneurship Workshop 2020





***What are your personal dreams in  
photography and beyond?***



**'It's not what you know, it is who  
you know'**

**What does Entrepreneurship  
Mean to You?**

# First-Principles Thinking

***Better to Aim High and Fail than to Aim too  
Low and Hit it.***

***‘Better to risk boldness than to risk triviality’***  
***- Peter Thiel (Zero to One)***



**Own Your Own Platform**



**Don't Rely on Facebook/  
Instagram/Google/Youtube**

# Entrepreneurship Born Out of Hyper-Abundance

**90% of Success is  
Marketing // 10% is Skill.**

**Apple is a Cult.**

**Cult = Culture.**



**Capitalism is Cruel.**

**Exploit Myself**

**Extreme Honesty**

**Expose your own self-interest**

**Create Your Own Culture.**



**What is marketing? Why does it matter?**

**Marketing is Trust-Building**

**Think Old-School.**



# Digital Sharecropping





# The Art of Cross-Pollination















**“Good artists copy, great artists STEAL” -  
Picasso**

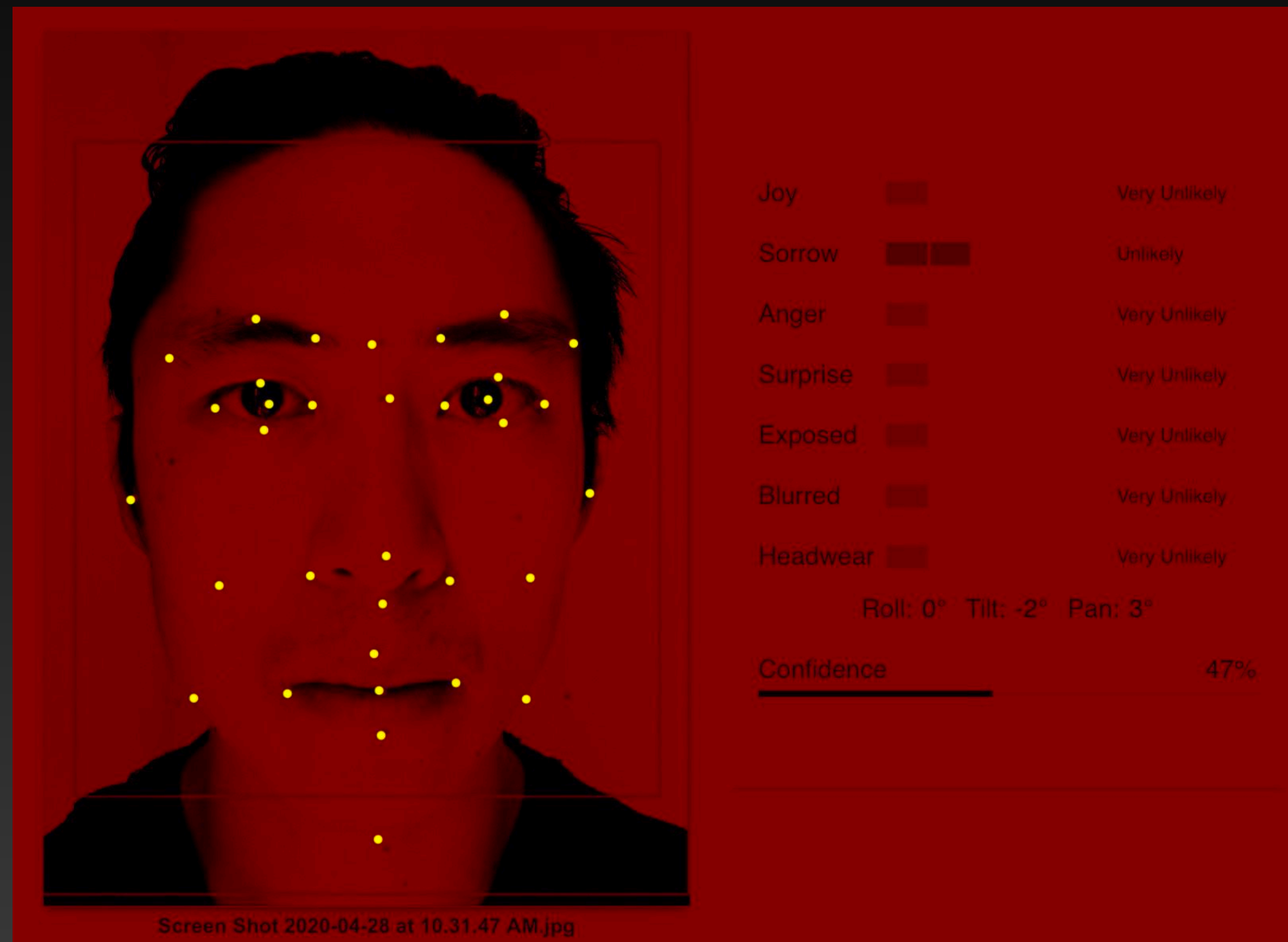


# Anti Niche





# Full-Stack Visual Artist





# The Future of Photography





# Video x Photo



2020. 6. 23 PM 3:58:24



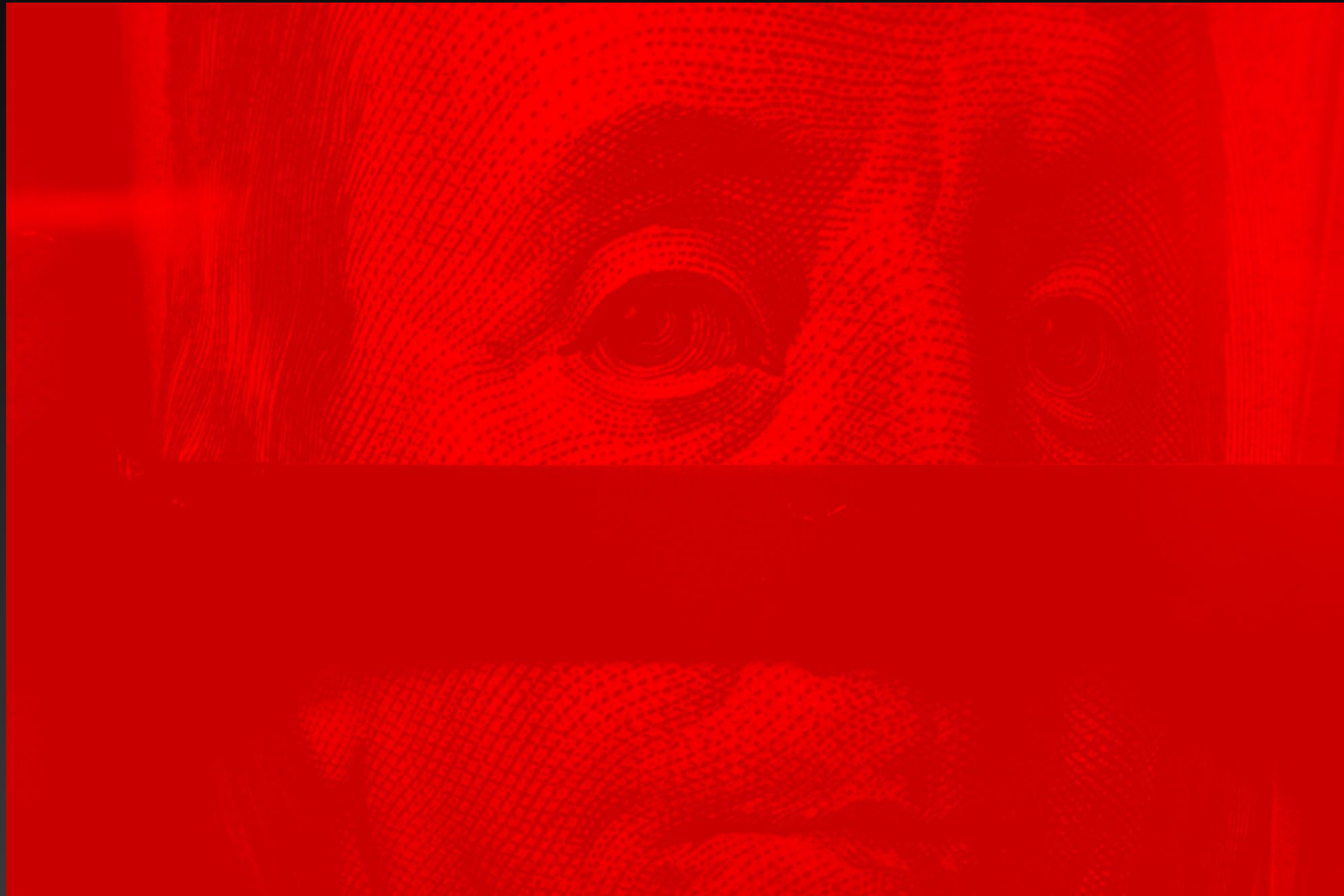
# 90% Blogging, 10% YouTube

The Best 'Organic' Way to Get Discovered and Build a Following

# Why You Must Create an Email Newsletter

Use [mailchimp.com](https://mailchimp.com) or self-hosted via '[sendy.co](https://sendy.co)'

# Monetization Philosophy



# Future Currency







## Introducing ARS Coin!



### Using Your ARS Coin:



#### Thank

Thank other users for their critiques.



#### Comission Critiques

Commission a detailed critique with 5 ARS Coin.

### Earning ARS Coin:



#### Login

Log in each day to earn 1 ARS Coin.



#### Thanked Critique

Receive 1 ARS Coin each time another user thanks your critique.



#### Comission Critique

Complete a commissioned critique from another user to earn 5 ARS Coin.



#### Invite Friends

Invite a friend to use ARS with referral code. You and your friend both earn 20 ARS Coin.

ERIC KIM  1

Refer your friends!

Log out

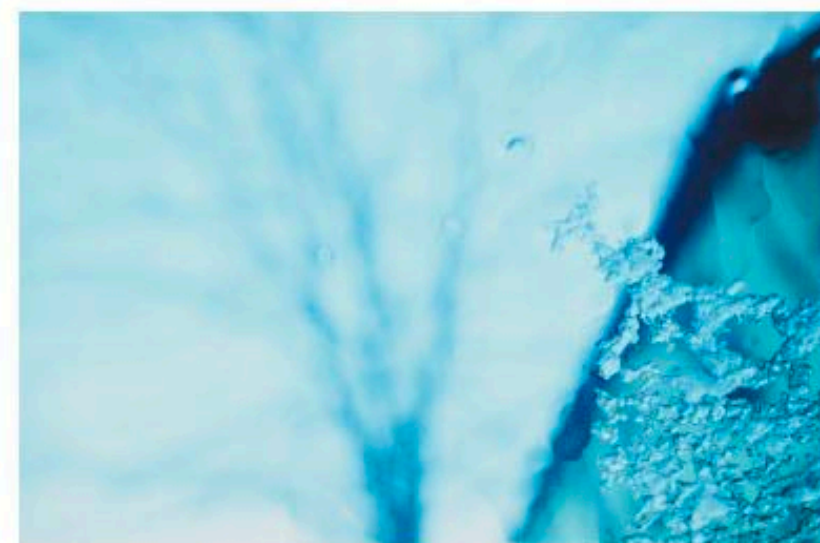
Edit profile

Earn more ARS COIN

PHOTOS RATED: 220

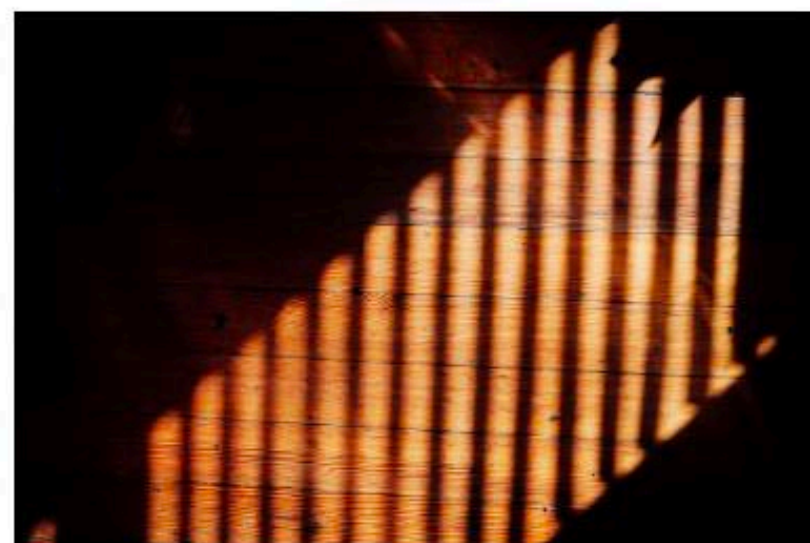
PHOTOS CRITIQUED: 1

UPLOADED PHOTOS



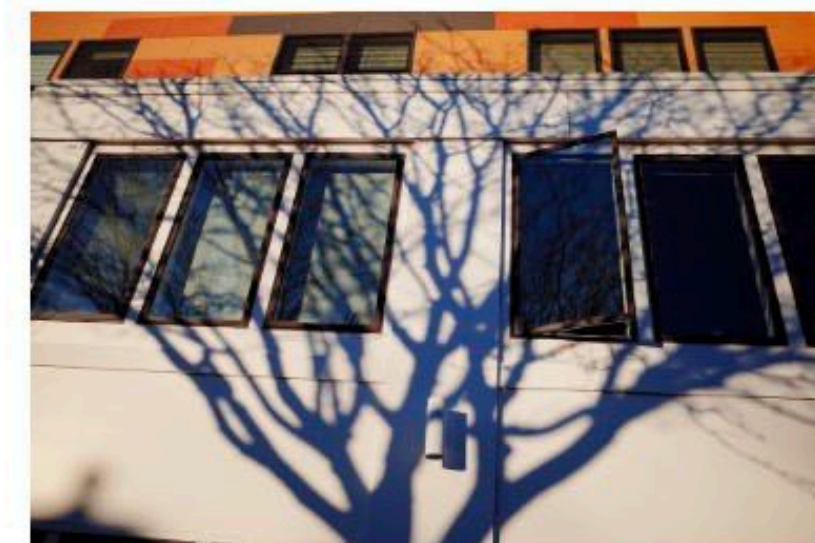
Votes: 25, Keep: 40%, Critiques: 0

DELETE PHOTO



Votes: 25, Keep: 44%, Critiques: 0

DELETE PHOTO



Votes: 25, Keep: 32%, Critiques: 0

DELETE PHOTO

# In Praise of Stubbornness

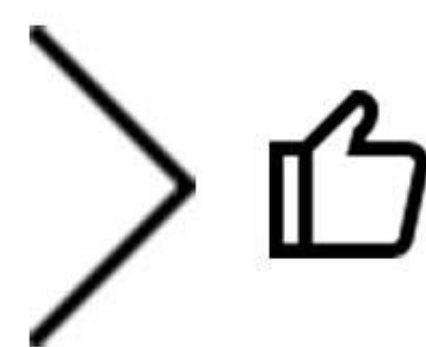
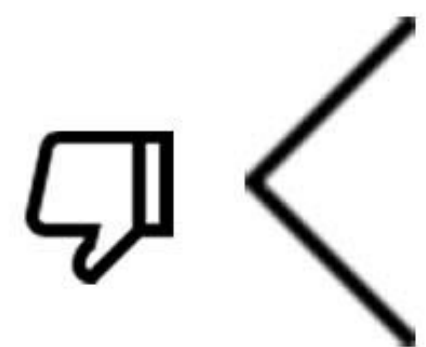
The Entrepreneur as Artist and Risk-Taker

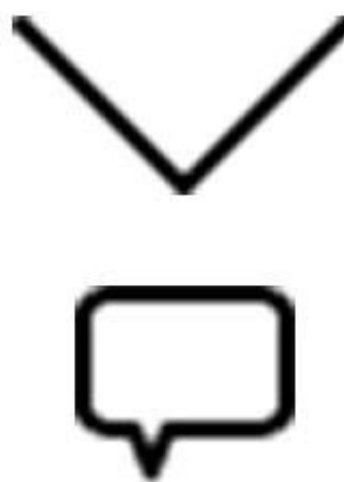
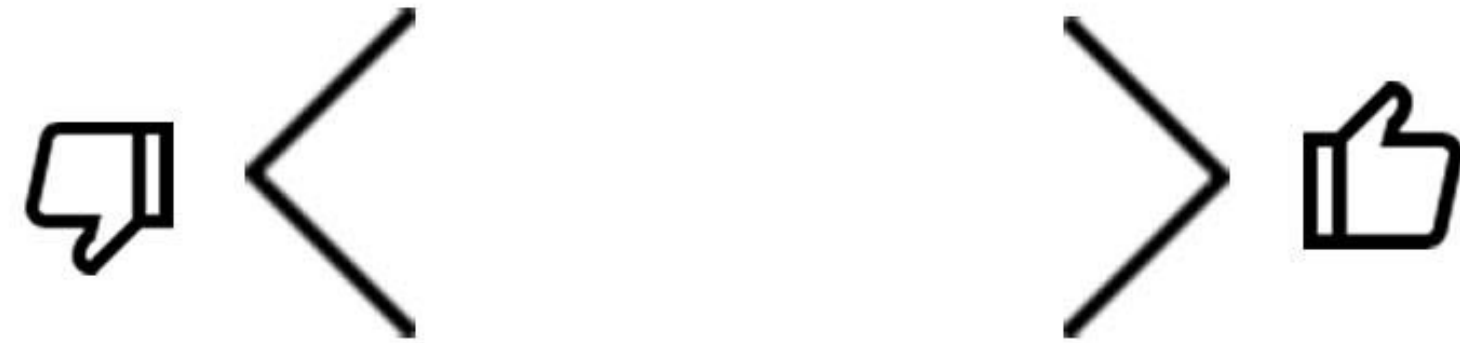


**Create the Thing Which You  
Wish to See in the World**

**ARSBETA.COM**

NRS







Welcome Eric! You've earned an ARS Coin for daily login.



love the left leaning composition, but don't like the overlap in the far-left:



ARS

RATE

UPLOAD

TOP

PROFILE

BLOG

ERIC KIM

336

Photographer and teacher

Log out

Edit profile


Earn more ARS COIN

PHOTOS RATED: 1100

PHOTOS CRITIQUED: 316

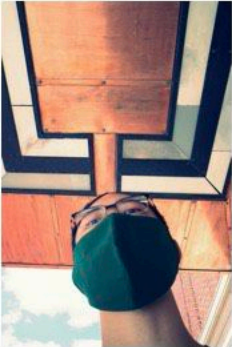
UPLOADED PHOTOS

see more




Keep: 81%, Critiques: 11

DELETE PHOTO



Keep: 66%, Critiques: 9

DELETE PHOTO



Keep: 100%, Critiques: 5

DELETE PHOTO



ARS

336


RATE

UPLOAD

TOP

PROFILE

BLOG



Keep: 81%

Uploaded by Eric Kim

CRITIQUES: (11)

Keep

Nice play with the shadow and face. But the B&W is greeny. But I keep it.



ARS

RATE

UPLOAD


TOP

PROFILE


BLOG

336


TOP PHOTOS THIS MONTH




Keep: 91%




Keep: 91%



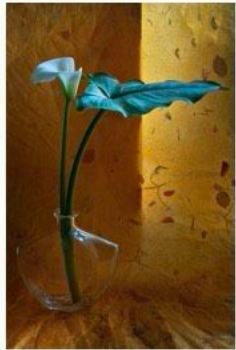
Keep: 100%




Keep: 84%




Keep: 80%




Keep: 83%




Keep: 90%




Keep: 90%




Keep: 83%



Keep: 75%



Keep: 76%



Keep: 81%

NEXT



Chrome


File Edit View History Bookmarks People Tab Window Help

ARS Beta

arsbeta.com/images/agpzfmJldGEtYXJzchLEgVJbWFnZRIAgICpwu6KCgw/

ARS RATE UPLOAD TOP PROFILE BLOG

336



Keep: 81%

Uploaded by Eric Kim

CRITIQUES: (11)

Keep

Nice play with the shadow and face. But the B&W is greeny. But I keep it.

Thank

Commision Critique

Archive

Report



ChromeFileEditViewHistoryBookmarksPeopleTabWindowHelp

ARS Beta


arsbeta.com/requestcritique/?user=agpzfmJldGEtYXJzchELEgRVc2VyGICAgOCKq6EKDA&from\_image=agpzfmJldGEtYXJzchLEgVJbWFnZRIAgICpwu6KCgw...

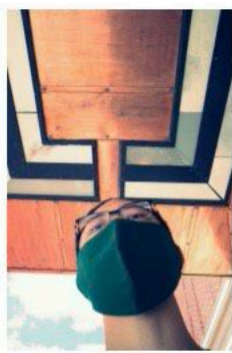
ARSRATEUPLOADTOPPROFILEBLOG336


Ask further questions about the critique you were given. You can also commission a critique for a different photo by selecting below. Requesting a critique will cost 5 ARS Coin. Critic will receive the coins upon completing the request.


Thank you so much for your critique! Question -- how would the post-processing look better in a different world? Thank you!

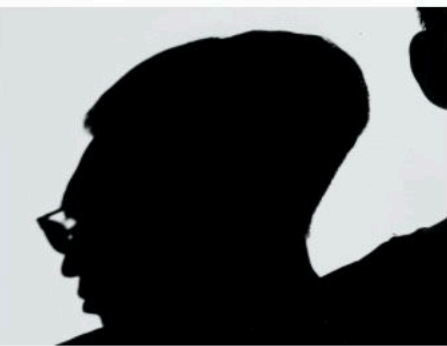
CancelRequest







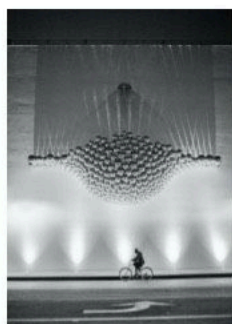

















Chrome

FileEditViewHistoryBookmarksPeopleTabWindowHelp

ARS Beta

arsbeta.com/images/agpzfmJldGEtYXJzchIEgVJbWFnZRIAgICRr-eLCww/

ARS

RATE

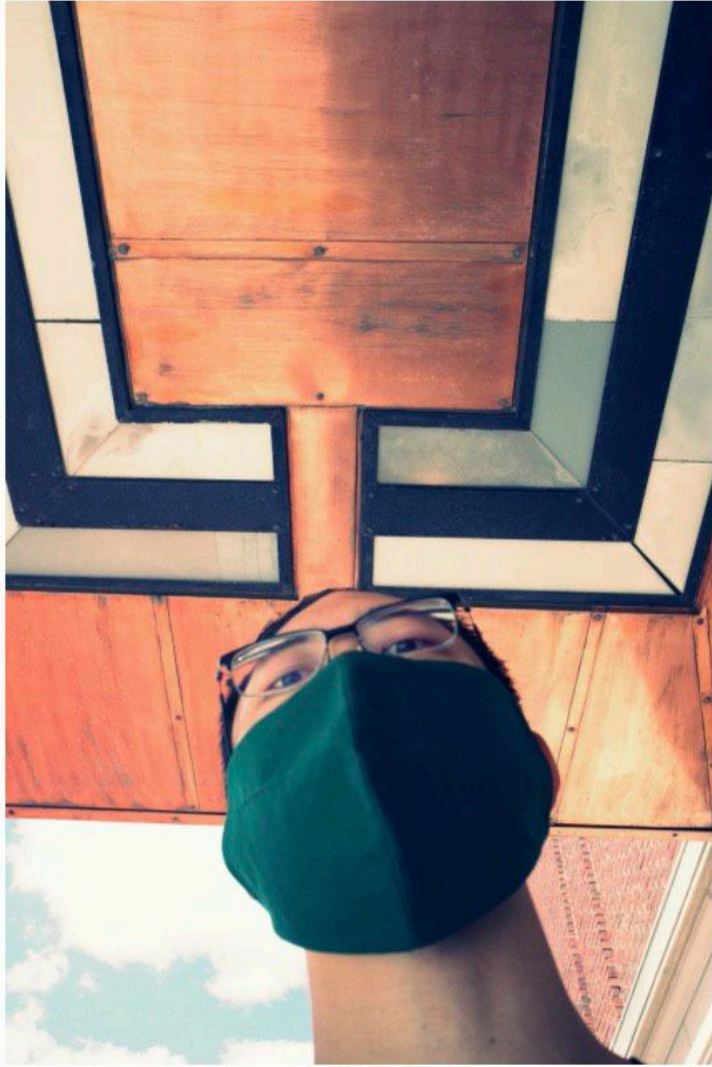
UPLOAD

TOP

PROFILE

BLOG

331



Keep: 66%

Uploaded by Eric Kim

COMISSIONED CRITIQUES: (3)

**Q. thank you very much for your thoughts! Would black and white be better?**

A. Hi Eric, I am doubtful about that choice. In my opinion the main problem here is the 'beam' element stabbing in your head. I think you could prolong the white bar (cloning it) - which is tangent to your head - so as to

interpret the image as a distinct artwork. We just had a discussion about the D/W commission is concerned



Chrome

File Edit View History Bookmarks People Tab Window Help







ARS Beta

x +

← → ↺

arsbeta.com/images/agpzfmJldGEtYXJzchIEgVJbWFnZRIgICRr-eLCww/

☆



COMISSIONED CRITIQUES: (3)

**Q. thank you very much for your thoughts! Would black and white be better?**

A. Hi Eric, I am doubtful about that choice. In my opinion the main problem here is the ‘beam’ element stabbing in your head. I think you could prolong the white bar (cloning it) - which is tangent to your head - so as to interrupt the orange one pointing towards you. It’s just an advise. As far as the B/W conversion is concerned, however, I think it could help in simplifying the content. B/W, in fact, tends to distill the forms and in doing so, it leads the observers’ eye to look for elementary geometry inside the frame, with the result of render the image more readable. If this is the case, use strong contrast to further exalts lines and squares in your work.


**Q. cool! could you post-process it differently for me?**

A. No! For 2 main reasons: 1. I'm not so good at that 2. Because it's your job, I think it could be useful for you to try experimenting on it. I don't know what you usually use for post-production, I suggest light room for desktop (or Gimp, which is free and less difficult than other programs in theory). For smartphone, snapseed could be the easiest and fastest option. And remember, my critic is sincere and constructive, I think receive comments like mine is more useful than "Ok", "nice", "not interesting". I assume that you, just like me, want to learn more in photography. Never give up.

**Q. love the emoji! What could make it more interesting? thank you!**

A. Thanks for asking for additional feedback. The angle is playful but the choice of deep DOF indicates that you wanted to include the background, which in many cases makes for a more interesting picture than shallow DOF. But in this case, there's not enough of interest in the background, either subject matter wise or visually, to justify it being in focus and filling the majority of the frame.

CRITIQUES: (9)





Chrome

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ARS Beta

arsbeta.com/images/agpzfmJldGEtYXJzchIEgVJbWFnZRIAgICRr-eLCww/

Keep

hi kim

Thank

Commision Critique

Archive

Report

Ditch

Colors are not the best.. They're a bit forced. Did you modify them? Or maybe color's heat? A little too warm. Also the perspective is not really useful for a portrait like this.

Thank

Commision Critique

Archive

Report

Keep

Interesting POV

Thank

Commision Critique

Archive

Report

Keep

Finally a get angle of someone in a mask. Loving the concept Erik :-)

Thank

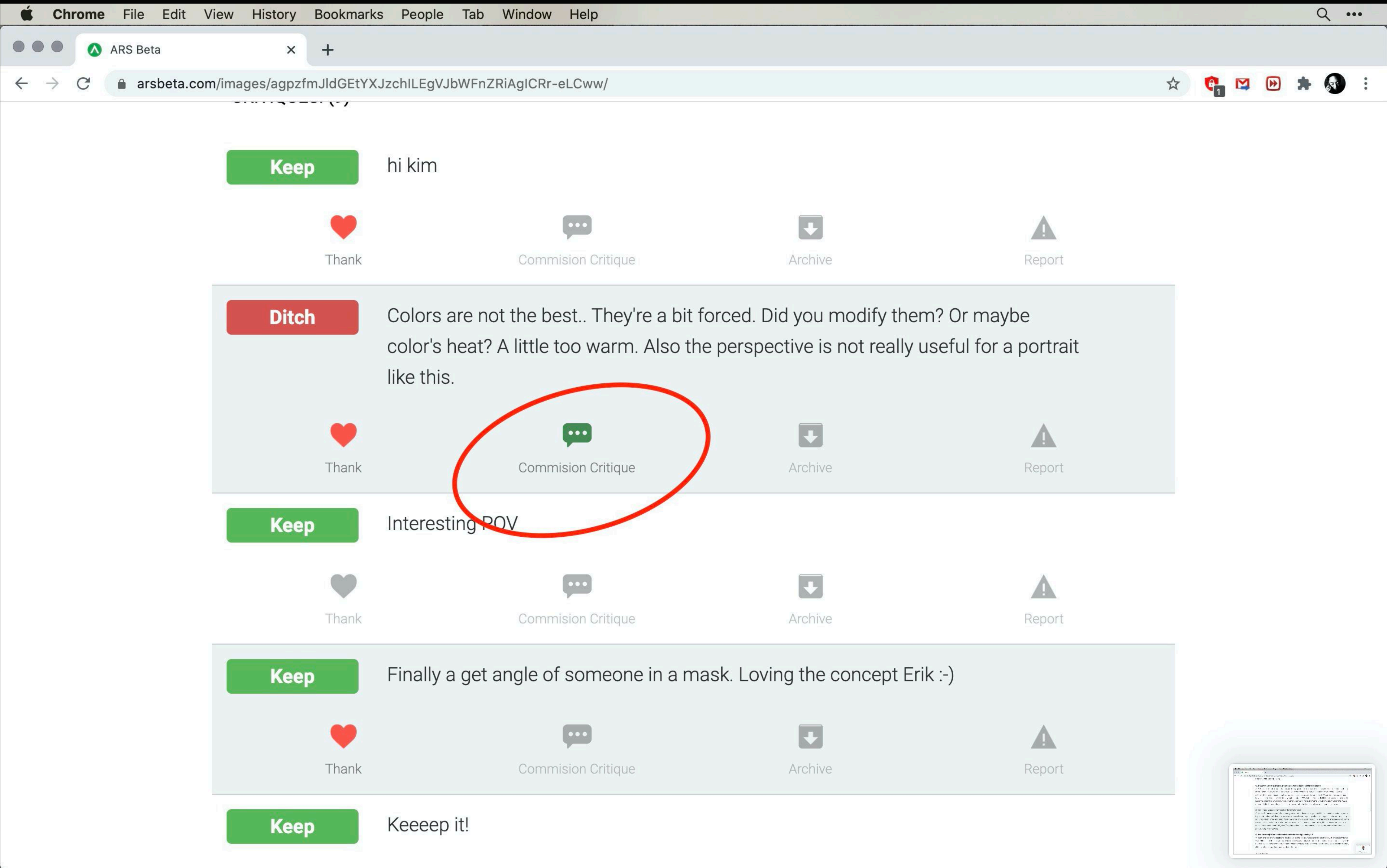
Commision Critique

Archive

Report

Keep

Keeeeeep it!



The image shows a web browser window with the address bar displaying 'arsbeta.com/images/agpzfmJldGEtYXJzchIEgVJbWFnZRIAgICRr-eLCww/'. The page content consists of a vertical list of image thumbnails, each with a green 'Keep' button and a text comment. Below each comment are four interactive icons: a red heart for 'Thank', a speech bubble for 'Commision Critique', a download arrow for 'Archive', and a warning triangle for 'Report'. The second item in the list has a red oval drawn around its 'Commision Critique' button. The comments are: 'hi kim', 'Colors are not the best.. They're a bit forced. Did you modify them? Or maybe color's heat? A little too warm. Also the perspective is not really useful for a portrait like this.', 'Interesting POV', 'Finally a get angle of someone in a mask. Loving the concept Erik :-)', and 'Keeeeeep it!'. The browser's top menu bar includes 'Chrome', 'File', 'Edit', 'View', 'History', 'Bookmarks', 'People', 'Tab', 'Window', and 'Help'. The tab bar shows 'ARS Beta'.



Chrome

File Edit View History Bookmarks People Tab Window Help

ARS Beta

arsbeta.com/images/agpzfmJldGEtYXJzchIEgVJbWFnZRIgICRr-eLCww/

Thank

Commision Critique

Archive

Report

Ditch

Hi Eric, I've read about your 'Face Mask Selfie Project' in your recent mail. Coming to this picture of yours, I must admit I don't find it really good: the ceiling is way too much obtrusive, slanting and the vertical orange 'beam' element appears to me as stabbing directly in your head. I have the impression you chose that background with no special attention, so the result is not that captivating.

Thank

Commision Critique

Archive

Report

Keep

ok

Thank

Commision Critique

Archive

Report

Ditch

🙄

Thank

Commision Critique

Archive

Report

REPORT IMAGE

# In Praise of Blogging

Safari File Edit View History Bookmarks Window Help

erickimphotography.com

Media Library < ERIC KIM — WordPress

ARS Beta

Posts < ERIC KIM — WordPress

Howdy, ERIC KIM

Posts [Add New](#)

[All](#) (10,278) | [Mine](#) (10,069) | [Published](#) (8,053) | [Drafts](#) (2,179) | [Private](#) (46) | [Trash](#) (1)

Bulk Actions [Apply](#) [All dates](#) [All Categories](#) [Filter](#)

10,278 items << < 1 of 129 > >>

<input type="checkbox"/>	Title ▲	Date
<input type="checkbox"/>	<a href="#">Personal Motives</a> — Draft	Last Modified <a href="#">6 hours ago</a>
<input type="checkbox"/>	<a href="#">All is Biased.</a>	Published <a href="#">6 hours ago</a>
<input type="checkbox"/>	<a href="#">Nuance.</a>	Published <a href="#">7 hours ago</a>
<input type="checkbox"/>	<a href="#">The Philosophy of Falsification</a>	Published <a href="#">15 hours ago</a>
<input type="checkbox"/>	<a href="#">How I Became So Famous</a>	Published <a href="#">15 hours ago</a>
<input type="checkbox"/>	<a href="#">Photography Entrepreneurship Ideas</a>	Published <a href="#">16 hours ago</a>
<input type="checkbox"/>	<a href="#">Let Reality Mould Itself to You</a>	Published <a href="#">16 hours ago</a>
<input type="checkbox"/>	<a href="#">Is Working Out at the Park Superior to Working Out at the Gym?</a>	Published <a href="#">16 hours ago</a>
<input type="checkbox"/>	<a href="#">Congruency in Human Affairs</a>	Published <a href="#">18 hours ago</a>
<input type="checkbox"/>	<a href="#">Frugality is Sexy</a>	Published <a href="#">18 hours ago</a>
<input type="checkbox"/>	<a href="#">Love Others as You Would Want Others to Love You</a>	Published

Dashboard

Jetpack

Posts

All Posts

Add New

Categories

Tags

Media

Links

Pages

WooCommerce

Products

Analytics

Marketing

Appearance

Plugins

Users

Tools

Settings

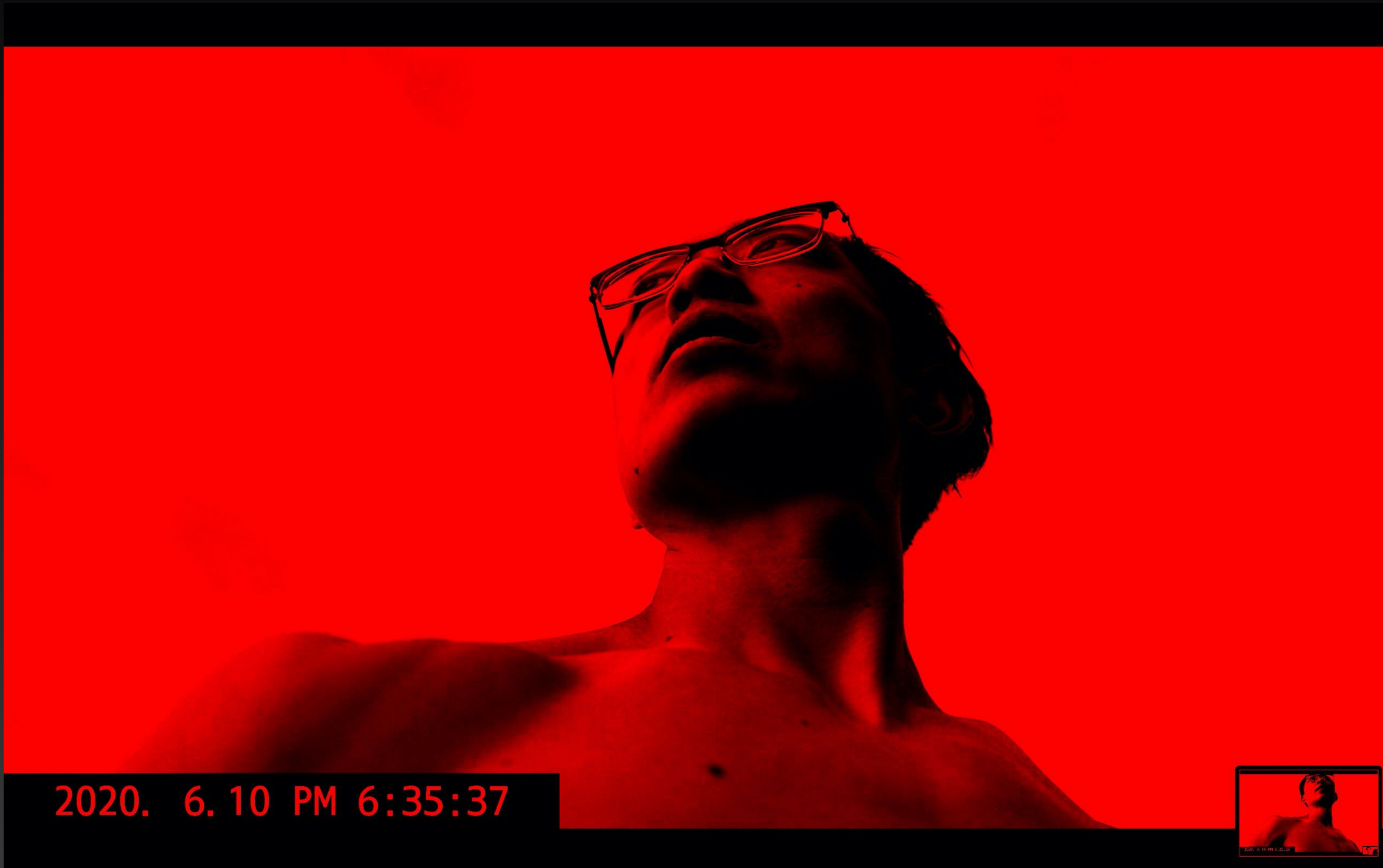
AMP

Print Aura API

Collapse menu



# What Does Success Mean to You?



**Publish Yourself!**



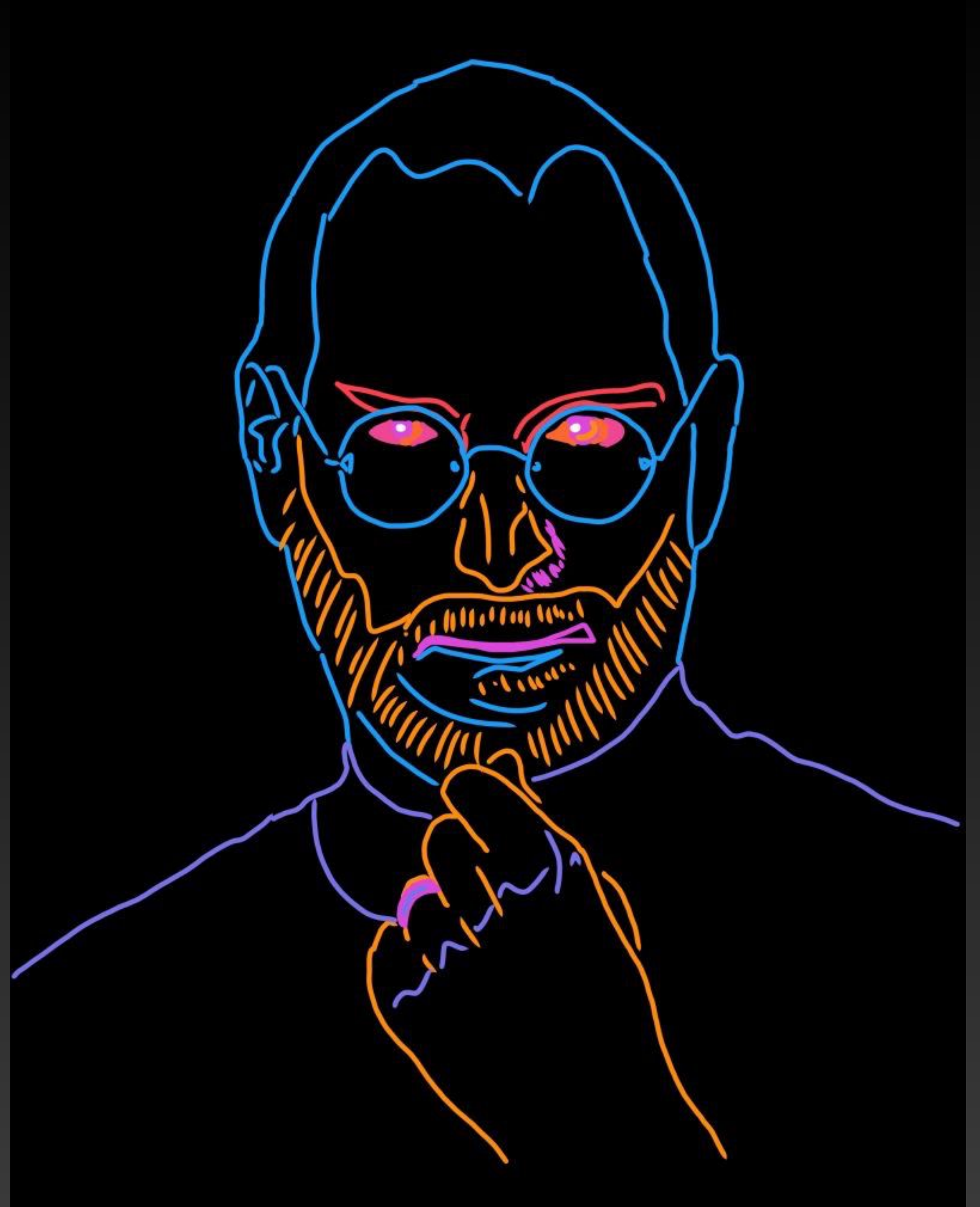
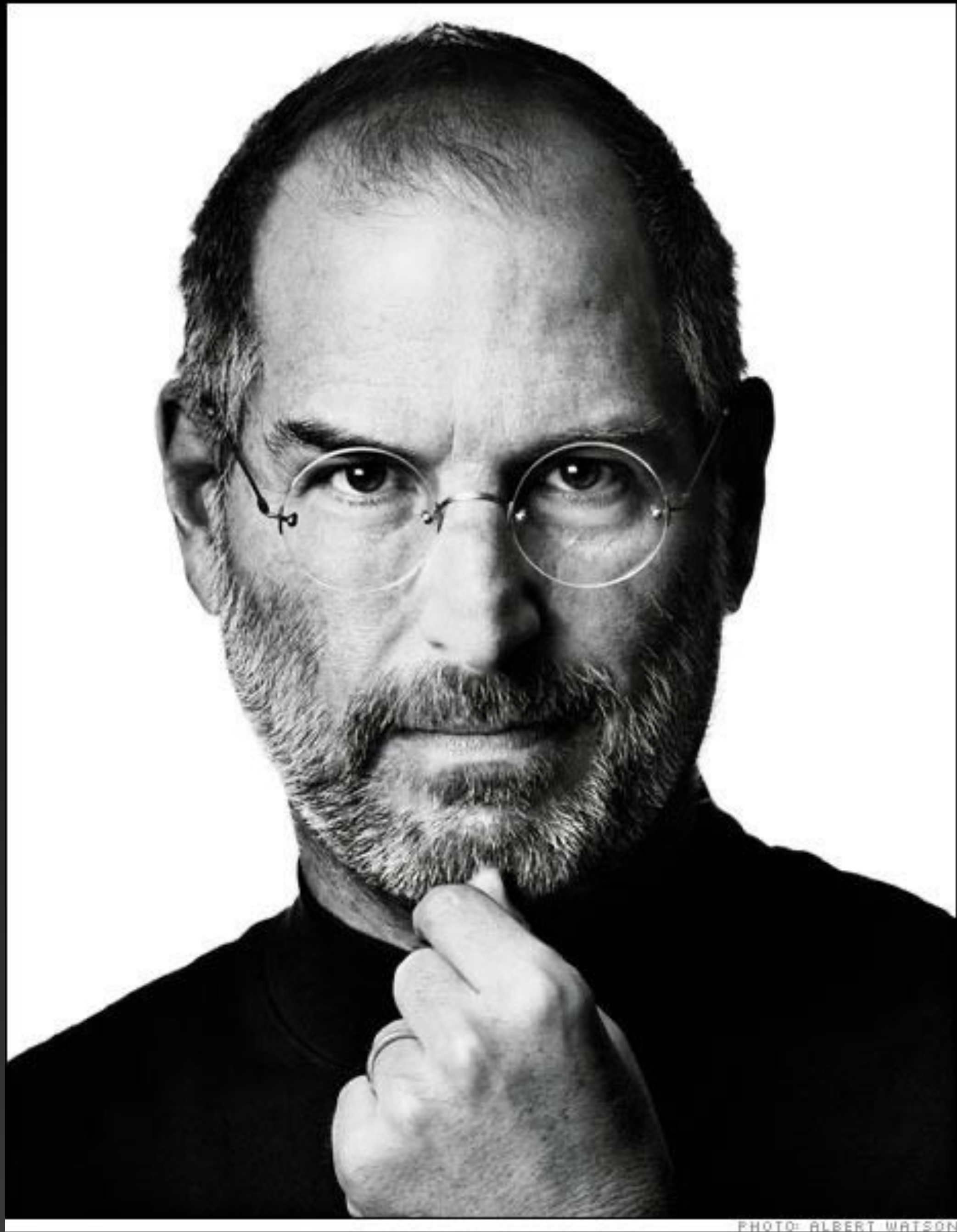
# The Future of Online Galleries?

# “Stay Hungry, Stay Foolish”




Steve Jobs // via Whole Earth Catalogue







A close-up portrait of Steve Jobs with his signature long, dark hair and glasses, looking slightly off-camera with a thoughtful expression. The background is blurred with warm, reddish tones.

I found something,  
which was, I'd always ask  
why you do things.

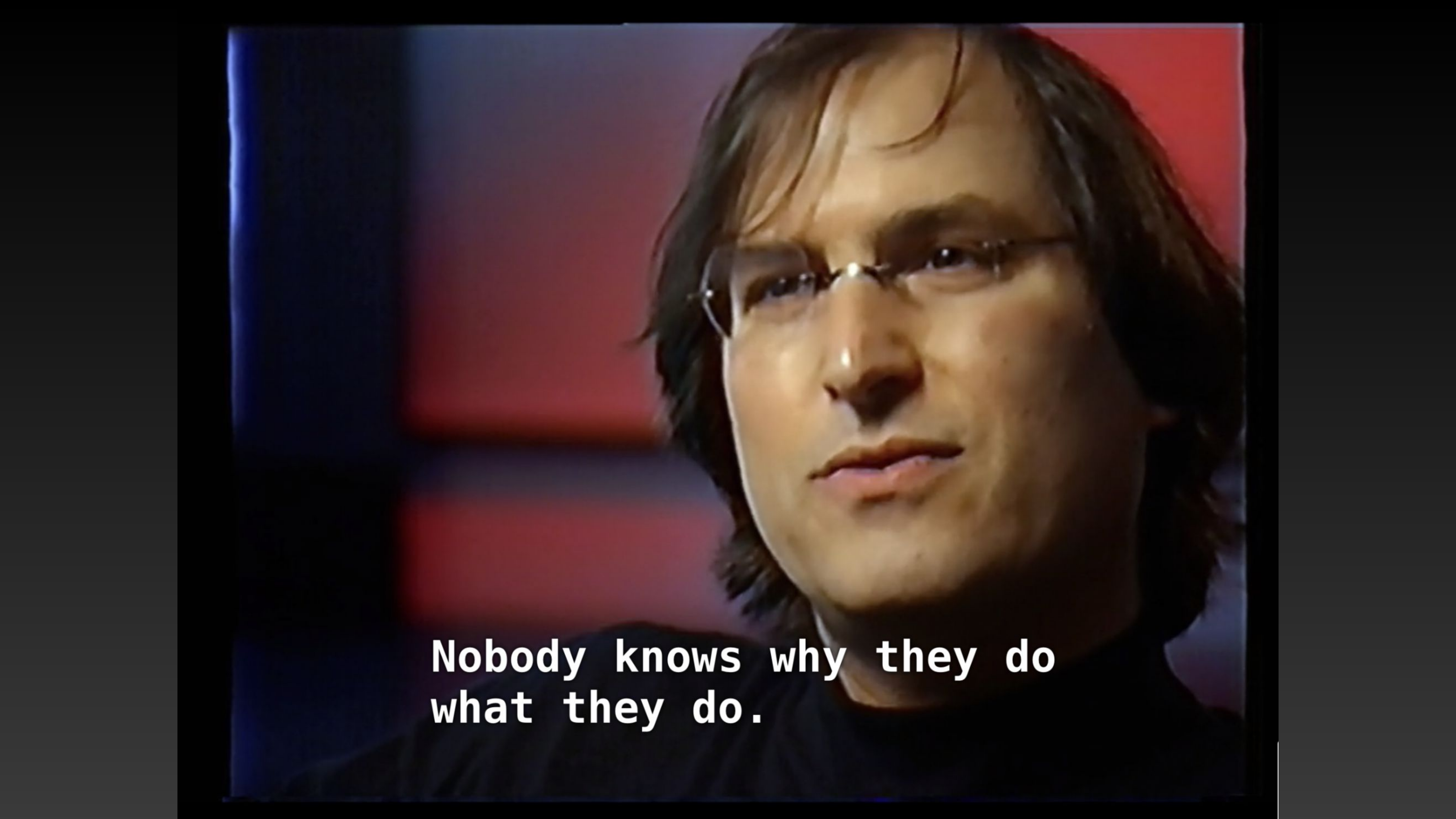
51:59



Steve Jobs: The Lost Interview






A close-up portrait of Steve Jobs, looking slightly to the right. He has his characteristic long, dark hair and is wearing thin-rimmed glasses. The background is blurred with warm, reddish tones. The text "Nobody knows why they do what they do." is overlaid in white at the bottom.


Nobody knows why they do  
what they do.





And I kept asking,  
"Well, why do we do this?"



A close-up shot of Steve Jobs with his characteristic long hair and glasses, looking slightly upwards and to the right with an open mouth as if speaking. The background is blurred with red and blue light.

we were able to  
get rid of a lot of these  
antiquated concepts








A close-up portrait of a man with long, dark, wavy hair and glasses. He is resting his chin on his right hand, looking slightly to the left with a thoughtful expression. The background is a blurred mix of red and blue light.

But somebody there had  
the brilliance to test  
a human riding a bicycle.









Ultimately, it comes  
down to taste.

As he said in this interview,  
he took the best and spread it around  
'so that everybody grows up with better things'.

