



The Anatomy of Photography: An Entrepreneurial Perspective and Journey through the Lens of Photography

By Jared Raphael Gilmore

Growing up in Greenville, MS, I always heard my parents say, “get a good education so that you can get a good job”. These words help shape, mold and guide me throughout my adolescence, early adulthood and even to present day.

Upon high school graduation and even throughout my pursuit of a Master’s Degree in Biology at Alcorn State University, I continued to use those words as a reminder and motivation. By the age of 25, I had completed several advanced degrees and started teaching Anatomy & Physiology for San Jacinto College-Central. In the summer of 2009, my Biology Department Chair asked if I would be interested in co-authoring an Anatomy Lab Manual. During that initiative, my passion for photography was ignited!

While working with the Lab Manual committee, I was fortunate to awarded several grants; one of them was to purchase a Nikon D90 for the capturing of biological specimen. I didn’t realize the overall impact the camera would have on my life and career vision! I fell in love with the creative aspects of what could be done in the realm of photography.

I then went out and bought a Nikon D7000. This camera went everywhere, from the church house to the school house. Every Sunday after church, I would take the Gilmore Girls, **Khyla** and **Kendyl** to different locations around the Greater Houston area. Several fraternity brothers, family and friends took notice of my “creative eye”.

I even started photographing small event and personal photo shoots for a nominal fee. The hustler in me was born but I like to call it, “the awakening”!

I began to shoot more events, weddings and corporate headshots. However, I was operating on a simple DBA and hustling or pimping the industry and honestly myself! I was doing well but then started chatting with other photographers who I deemed major successes.

After attending a couple of networking functions and having an in-depth conversation with another photographer on contracts, I knew I had to learn how to do business and elevate from hustling. I prayed on this very situation and God gave me the vision! He put certain people in my path and I could put the vision on paper a few months into 2014.

After a couple more months in the business, I declared it imperative to build a network! I was spending so much time editing, shooting, blogging only to break even with the amount of time invested and new equipment coupled with wrinkles to show for the hard work.

At that point, I was introduced to Tri County Black Chamber of Commerce. Immediately I took to Ms. Leondria Thompson, who is the CEO/Chairwoman. Her business savvy and wealth of knowledge intrigued me beyond belief. I was curious about how to grow my business in the smartest manner possible. She educated me on the benefits of a LLC, certifications for the State of TX and so many other areas. After we completed the SWOT analysis, I drew up a plan to take my business to higher heights. We are now on the International level of photography with future expansions in China, Caribbean countries and Canada by 2020. If there was one piece of advice I would give my younger self, I would say it is to....”join the network...it works!”

Article written by Jared Raphael Gilmore, Principal, J. Raphael Photography LLC J. Raphael Photography on Facebook @Jraphaelphotos on Instagram, Twitter, LinkedIn Jared Gilmore on YouTube jgilmore78@hotmail.com www.JRaphaelsPhotography.yolasite.com Ph. 832-582-4423 “We Bring the Studio and Focus on YOU!”