



Intro to Entrepreneurship Starting Your Own Business

McKinney School of Media & Marketing

MEET YOUR INSTRUCTORS



ASHLEY PIZARRO
FOUNDER AND CEO
OF LOVELYYFACES



CARTER MCKINNEY
FOUNDER AND CEO
OF MCKINNEY MEDIA

OCTOBER 29TH 6-9PM AT VENTURE X BETHLEHEM, PA

insights and hands-on learning, you'll learn
and mindset to succeed as an entrepreneur



LEARN. BUILD. **MONETIZE.**

PHOTOGRAPHY · VIDEOGRAPHY · MARKETING · AI · ENTREPRENEURSHIP

ENROLL TODAY



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Overview

McKinney Media helps people learn creative skills, business strategy, and AI-powered systems — so they can create stronger work, build sustainable opportunities, and own their future. We teach photography, videography, editing, design, marketing, business, AI tools, entrepreneurship, and leadership. You can learn in a small group class, a private coaching session, a hands-on workshop, a 16-week cohort program, or on your own schedule through our online course library. We work with individuals, teams, businesses, and organizations. Wherever you are in your journey, there is a format that fits.



Why Learn With



McKinney
Media

INDUSTRY PROFESSIONALS

You learn from people who are actively working in the field — not instructors disconnected from the industry.

REAL APPLICATION

Every program is built around doing, not just listening. Portfolio work, live projects, and business systems are built in.

FOUNDER AUTHORITY

Carter McKinney has served 20,000+ clients nationwide, trained students worldwide, and received formal recognition from the U.S. Congress, the U.S. Senate, and the City of Bethlehem.

AI-INTEGRATED LEARNING

AI tools are woven into programs across photography, marketing, and business — so graduates work faster and stay ahead.

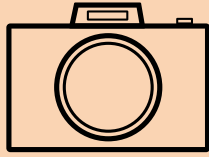
COMMUNITY ACCESS

Every student joins a growing network of alumni, collaborators, and mentors through the private McKinney School alumni community.

FLEXIBLE FORMATS

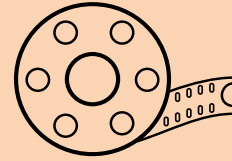
Online and in-person. Private and group. Weekend intensives and semester-length. The format fits your life.

Program Subject Areas



PHOTOGRAPHY

Beginner through advanced mastery



VIDEOGRAPHY

Shooting techniques and production

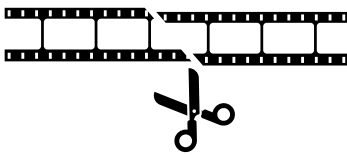


PHOTO AND VIDEO EDITING

Lightroom, Photoshop,
Premiere Pro, Final Cut



MARKETING

Funnels, content strategy,
brand building, social media



BUSINESS FUNDAMENTALS

Formation, financial planning, systems



AI FOR CREATIVES AND BUSINESS

Retouching, automation, content, CRMs



ENTREPRENEURSHIP

Pricing, sales, client acquisition, scaling



LEADERSHIP TRAINING

For individuals and organizational teams



BRANDING AND CONTENT STRATEGY



Learning Formats

1-ON-1 PRIVATE COURSES

Fully personalized coaching tailored to your goals, gear, and schedule. Available in-person and virtually.

MENTORSHIP PACKAGES

Direct, ongoing guidance from Carter McKinney and the McKinney Media team. 1:1 or small group. Included in annual membership.



INTERNSHIP PROGRAM

Real-world training inside live McKinney Media projects. See Section 5 for full details.

GROUP CLASSES

Monthly beginner photography class. Small group format. 1st Sunday of each month, 12PM.

WEEKEND INTENSIVES

Master a skill in one to three days. Photography, lighting, editing, marketing.

16-WEEK COHORT

Semester-style program. In-person sessions, critiques, mentorship, capstone project.

POP-UP LABS

Seasonal project-based workshops: AI-Powered Campaigns, Brand Bootcamps, Content Intensives.

ONLINE COURSE LIBRARY

On-demand, 24/7, growing. Beginner through advanced across all subjects.

PRIVATE ORGANIZATIONAL

Custom workshops and leadership training for companies, schools, and nonprofits.



Featured Programs

BEGINNER PHOTOGRAPHY CLASS

For anyone who wants to finally understand their camera and take better photos consistently. Covers the exposure triangle, manual mode, composition, and natural light. Monthly group sessions, first Sunday of each month at 12PM. Private classes also available. Held in Bethlehem, PA. Exact address provided after registration. Bring a DSLR or mirrorless camera, charged battery, and memory card.

PHOTOGRAPHY 101 16-WEEK PRIVATE COURSE

A full private coaching program in four phases: camera mastery, skill development, editing and post-production, and real-world application with portfolio and business training. Hybrid in-person and virtual. 16 weeks. Standard package \$3,200. VIP package \$3,800 — includes extra mentorship, editing support, business coaching, and exclusive real-world projects.

16-WEEK COHORT PROGRAM

The most comprehensive program McKinney School offers. A semester-style experience launching Fall 2026. Weekly in-person sessions, live critiques, 1-on-1 mentorship, AI and business modules integrated throughout, a capstone project, and a Certification of Completion. Graduates receive priority access to the internship program and alumni community.

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Featured Programs

LEADERSHIP TRAINING

Available for individuals and organizational teams. Covers creative leadership principles, team communication, brand strategy, and workshop facilitation. Custom corporate packages available for L&D; departments, executive teams, and workforce development programs. Contact McKinney Media for a custom proposal.

BUSINESS AND AI TRAINING

Built into every program and available as a standalone track. Covers business formation, pricing, client systems, scaling strategies, AI-powered retouching, content automation, marketing funnels, ad optimization, and CRM systems. Real tools. Real frameworks. Applied from day one.

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Internship and Mentorship

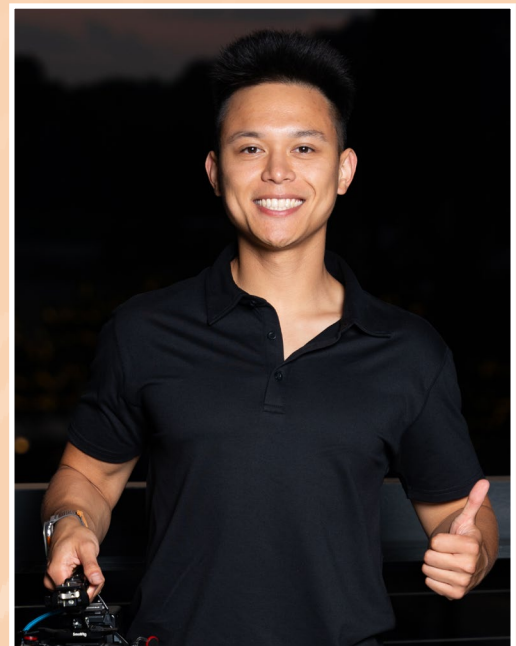
INTERNSHIP PROGRAM

Real-world training inside McKinney Media's live, active projects. Interns work alongside the team on photography, video production, marketing, event production, and business operations. This is not a passive program — every intern builds a real portfolio on real client work.

- Portfolio-building assignments on active client projects
- Direct mentorship from Carter McKinney and the team
- Experience across photography, video, marketing, event production, and business
- Career placement guidance and industry introductions
- Available to advanced students and cohort program graduates

MENTORSHIP PROGRAM

Direct, personal mentorship from Carter McKinney and the McKinney Media expert team. Available as 1:1 packages or small group cohorts. Focused on accelerating real outcomes — landing clients, pricing with confidence, building a portfolio, or scaling a creative business. Weekly coaching calls are included with annual membership.





Community Resources

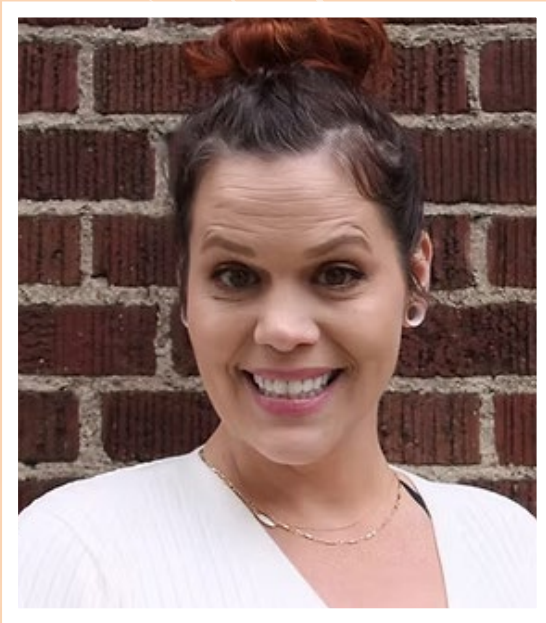
ONLINE COURSE LIBRARY

A growing library of on-demand courses available 24/7 — beginner through advanced. Covers photography, videography, editing, marketing, AI workflows, and entrepreneurship. New content added regularly. Included in the annual membership. Also available as individual purchases for those who want to start with one subject.

ALUMNI COMMUNITY

Every McKinney School student joins a private alumni community and Facebook group — an active, growing network of creatives and entrepreneurs from around the world. Monthly virtual and in-person networking. Peer collaboration, feedback, job sharing, and access to continued learning. Alumni have gone on to book high-paying clients, launch their own agencies, build personal brands, and create financial freedom through their craft.

Client Spotlight



ROBIN CHONTOS

Community Connections Director | Catalyst⁴

"Carter is a true force of empowerment and inspiration. I first met him during a community service event at a recovery center, where his passion for helping others was undeniable.

As a guest speaker in the Catalyst⁴ Entrepreneurship class for men and women restarting their lives, he didn't just participate — he transformed the class. Carter has a rare gift for connecting with people, turning lessons into real-life empowerment, and making everyone feel capable, motivated, and confident in their potential. His presence ignites energy, fosters growth, and leaves a lasting impact on every person fortunate enough to learn from him."

Catalyst⁴

Serving Northampton and Lehigh Counties in Pennsylvania, Catalyst⁴ provides training in construction and other trades to help meet the demand for skilled workers, reduce unemployment, create affordable housing, and eliminate blight.

Founded in 2019, Catalyst⁴ was built on the belief that access to employment with a livable wage can help create a sustainable future for individuals and families. By providing workforce training and second-chance opportunities, the organization helps people rebuild their lives while strengthening the broader community.

Student Reviews

"I just took my second class with McKinney Media. Carter went over lighting, how to compose my subject, lighting placement, and mindset. This was an amazing class. I definitely recommend booking with him, especially for one-on-one sessions, because I got a lot out of it."

Joshua Maynor | Photography Student

"I just completed the Beginner Photography class with McKinney Media led by Carter, and it was amazing. I learned so much. My camera settings are set up, we got to take pictures, and I learned all about editing. It was everything I needed to take my business to the next level."

Scarlett | Photography Student

Scarlett completed both the Beginner and Advanced Photography group classes, and even purchased an additional ticket to bring a friend to the Advanced class.





Who It's For

INDIVIDUALS

Anyone who wants to build a creative skill, launch a business, or level up their craft. No prior experience required for most programs.

ENTREPRENEURS

Business owners who need stronger content, marketing systems, and AI tools to grow.

TEAMS

Companies, agencies, and departments investing in creative skill and leadership development.

SCHOOLS

Educational institutions seeking creative curriculum partnerships or workshop programming.

ORGANIZATIONS

Nonprofits and workforce development programs offering creative training to their communities.

CONTACT



McKinney
Media

TO BUILD A CUSTOM
EDUCATION EXPERIENCE

306 S NEW STREET, SUITE #110
BETHLEHEM, PA 18015
(By Appointment Only)

HELLO@MCKINNEYMEDIA.CO
CARTER@MCKINNEYMEDIA.CO
(484) 222-5062



Hours

MONDAY—SATURDAY

9AM-7PM

ONLINE AVAILABLE

Worldwide via Virtual Sessions

Join the Waitlist.
Book a Consultation.
Apply For a Program.

Inquire About Private
Training or Leadership
Workshops.

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#MCKINNEYSCHOOL

