
Lens Eleven



Digital Press Pack

WWW.LENSELEVEN.COM



"Having spent years working in environments that stole my confidence, I knew there had to be a better way. That's why I created Lens Eleven - to help stop the loneliness and fear that comes with learning a new skill, because get one thing down, and the rest comes flooding in"



Meet Founder and Chief, Laura Adams!

For most of my life, I played by the rules. I got jobs that paid the bills, but I felt zero purpose and no sense of direction. I was gliding from one weekend to the next with no intention of changing anything - until one day, I was totally done! I was so unhappy. I'd had enough of drifting, and working within structures that didn't aid my progress or confidence. I was burnt out, so I decided to become a mother and stay at home until I'd figured it out.

When my oldest was born (he's 7 now), I picked up a camera. I didn't have a clue how to work it but every day I learned something new, and it slowly brought me back to life. The last seven years have been the best kind of blur. I see everything through new eyes, and I get to call the shots - literally! Having got my craft down and establishing myself as a professional photographer, the urge to help other women who might be in a similar position kept returning. I knew that it wasn't about fancy kit or professional training - just a passion for capturing moments and wanting to learn and grow.

I wanted others to carve their own paths, build self-belief, find true connections with a likeminded community and say yes to all the exciting opportunities in front of them. A camera provided the signposts I'd needed all of my life - and now I get to give back to the best community of creatives within Lens Eleven. Nearly a thousand women have done my online courses and the results speak for themselves. I've lost count of how many graduates have said..."YOUR COURSE CHANGED MY LIFE!"

Helping others to find that same level of happiness and confidence is how Lens Eleven was born. It continues to drive me, and I'm constantly excited about its success and future potential.

Laura x

What is Lens Eleven?

The mission of Lens Eleven is steeped into every product and interaction within the Lens Eleven family; to provide education, drive connection, build self-belief, promote sisterhood and help women find their own path.

Lens Eleven is an educational platform and community of female photographers, led by Laura Adams. It is made up of women who have undertaken the photography, film-making and creative courses Lens Eleven delivers, and those who pay a monthly membership fee to be part of the 'Full House' hub.

The vision for Lens Eleven is to provide learning, empowerment, confidence and purpose through photography and film-making. This happens via virtual learning, ongoing support via the online platform, and in-person meet ups and events.

Lens Eleven came about by the need to pivot during 2020's Covid pandemic. During lockdown, like everyone, Laura had to down tools on her photography business, and it was then that she began to really think about her photography journey, and all of the happiness and life-changing clarity it had opened up for her.

Determined to support other women who also wanted to learn and carve out time and meaning for themselves, she designed Lens Eleven's signature course 'Start Where You Are' to encourage and guide people with a desire to learn photography in following their passion, whether for business or pleasure.

Start Where You Are was a huge success off the bat, and was followed up by another course, Next Level, designed for Start Where You Are graduates with an appetite to take their creativity in photography up a notch.



What is Lens Eleven?

From there, what started out as a Facebook group blossomed into a **fully-functional online platform**, Lens Eleven, bringing all of the course graduates and like-minded women together to continue supporting each other by posting work, sharing ideas, getting feedback and nurturing friendships. Full House membership is a monthly subscription and brings with it the bags of connection and uplifting feedback that is the trademark of all Lens Eleven products and services.



More recently, two additional courses - **Start Today**, a template for designing and getting a creative business off the ground, and **Press Record**, an introduction to film-making have also joined the Lens Eleven family.

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Quick Facts



Lens Eleven in Numbers...

Since 2020...

5 TEAM MEMBERS

COURSE
SATISFACTION
SCORES AVERAGE
9.5

1K+WOMEN
TRUSTED US WITH
THEIR TIME &
MONEY (COURSES
SOLD)

100% OF GRADUATES
AND FULL HOUSE
MEMBERS SURVEYED
WOULD RECOMMEND
US!

GRADUATES IN SPAIN,
USA, AUSTRALIA,
GERMAN, FRANCE,
IRELAND, EGYPT

TOP PERFORMING
COMMUNITY ON
KAJABI PLATFORM
FOR FULL HOUSE
CLUB



Products & Services Overview

Start Where You Are

Where it all started, SWYA is Lens Eleven's signature course for beginners. Born from a need for connection during Covid and to help fledgling photographers gain confidence and new skills using their 'big camera' in full manual mode, while joining a supportive, creative girl gang of classmates.

Price: £299

Duration: 6-week course

Format: Weekly classes held on Zoom, closing with an awards ceremony.

Homework submitted online for feedback and constructive review.

[Start Where You Are - Full Details](#)

Next Level

Next Level is a creative course that pushes anyone who can shoot in manual mode to new heights. It's about experimenting and getting to know your camera, opening up other techniques and mastering settings. Students experiment for six weeks then come back to the very beginning with an evolved style. It has transformed photographers and directed those that were stuck in a creative rut, or didn't know which niche to go for, and made the path ahead far easier to see.

Price: £199

Duration: 6-weeks

Format: Guided experimentation with online feedback

[Next Level - Full Details](#)



Products & Services Overview

Full House

Full House is an online community open to course graduates and women in photography.

Price: £99 annually

Duration: Monthly rolling membership (cancel at any time)

Format: In person meet-ups, monthly photography challenges, support and advice, online chat, monthly workshops and talks on industry topics and trends, early access to special offers and events.

[Full House - Full Details](#)

Start Today

Start Today is a self-led course about starting a creative business. It's a step-by-step guide on how to design and sustain a successful offer, put it out there, and stand out from the crowd by focusing on brand storytelling and leveraging it to maximum impact. Once students realise they have everything they need and have identified their secret sauce, nothing can hold them back. This course is the last steppingstone to becoming a fully-fledged creative with a booming business.

Price: £99

Duration: 7 x modules

Format: Self-led at own pace, working through each module with online support

[Start Today - Full Details](#)



Products & Services Overview

Press Record

The newest addition to the family, Press Record is a film-making course designed for beginners who can already shoot in manual mode. This is Lens Eleven's first collaboratively run course, designed and led by brand and family film-maker, Leanne Hanna. By the end of this course, students leave the class with the knowledge and practical skills needed to create short films including storyboarding, shooting and editing.

Price: £299

Duration: 7 weeks

Format: Guided study, supported by online teaching and support

[Press Record - Full Details](#)



Leanne Hanna

Ongoing Education and Support

The connections and friendships that have come out of Lens Eleven are epic. It's an unwaveringly friendly and fiercely supportive community of women empowering each other, led by the contagious personality of its founder, Laura.

A huge part of this success and ethos is from the in-person meetups and access to ongoing resources that continue to fuel creative approaches and ideas from within the community.

Talks & Workshops

Once a month, Full House members gather to hear from an industry leader in their field; marketing, branding, creative storytelling and financial advice have all been covered previously. Held on Zoom, these sessions are recorded for playback via the Lens Eleven library, open to all Full House members



Meetups

Lens Eleven meet-ups include days out, weekenders, retreats and in 2023, a Lens Eleven Festival! Quickly becoming legendary, these days are packed with good vibes, photo walks, learning, food and belly laughs.

Online Community

The Lens Eleven door is always open, either by Full House access, or the collaboration spaces dedicated to individual courses. There is no pretence here - real, authentic and honest conversation is what makes this place tick.

THE LENS ELEVEN TEAM

LA



Laura Adams

Founder & Chief

In 2015, my husband introduced me to photography, and I'll be honest, it took a while to gather pace - but once I understood what it could offer me, there was no going back. The sheer joy of slowing down and savouring moments made me appreciate my life. The self-belief that soon showed up transformed my craft, my mental health and enabled me to take bigger strides in life. Once I started teaching photography, it became clear that both craft and confidence are directly linked. You get good at one thing, and it filters out to the rest of your life - hence the creation of Lens Eleven.

There are no limits except the ones we give ourselves. It's time to get out of our own way because there's so much good shit on the other side of fear!

[@lauracarlyadams](https://www.instagram.com/lauracarlyadams) | [@lens_eleven](https://www.instagram.com/lens_eleven) | [@laura.adams.weddings](https://www.instagram.com/laura.adams.weddings)

THE LENS ELEVEN TEAM



FH

Faye Hatton Photographer & Feedback Queen

Faye should've been a bird because she spends more time outside than in! She has over 10 years' experience as a photographer and knows a genre or ten. She's talented, enthusiastic and the perfect fit for Lens Eleven. Faye is a Lens 11 graduate herself, having completed the Next Level course. She understands the benefit of fair, fun feedback with some points to work towards and that's why she's our feedback queen when students submit their work! [@fayehattonphotography](https://www.instagram.com/fayehattonphotography)

Faye Kenny-Broom Marketing Projects Manager



FKB

Faye has photography in the blood and started shooting at 8 years old after seeing her dad take photos. She'd never dare be seen without her beloved camera and started her tog biz in 2011. She loves how photography freezes a moment in time and can say what words (or people) often can't. FKB is a creative genius and counts writing amongst her many talents.

[@fkbphoto](https://www.instagram.com/fkbphoto) / [@anorthernheartphotography](https://www.instagram.com/anorthernheartphotography)

THE LENS ELEVEN TEAM



JP

Julia Pouly

Community Champion

@JULIAPOULYPHOTOGRAPHY

Meet Julia, the multi-talented psychologist and photographer (following the Lens11 courses!) Based in Hamburg, her ultimate state of bliss involves plunging into wild, cold lakes—naked! Fuelled by a deep fascination of the human mind, Julia has become an expert in unlocking potential. Her work as a psychologist enables her to guide, support and uplift those around her, encouraging everyone to shine bright and live their best lives aka our perfect Community Champion.

Leanne Hanna

Film-making Instructor

LH



www.leannehannaphotographyandfilms.com

Leanne is our resident film-making expert, and owner/founder of the superb Leanne Hanna photography & Films. When she's not busy shooting short films for families and brands, she's mum to two little girls and wife to Tom.

Leanne previously worked in the corporate world for fifteen years, but says there was always something missing, something creative, something which was truly her. We're so glad she finally found it (and us!)

Where to find us



Although we have students from all over the UK (and some internationally!) we are based in Baildon, West Yorkshire.

For all press enquiries please contact hello@lenseleven.com

Lens Eleven: www.lenseleven.com

Telephone / WhatsApp: 07584 085998

Email: hello@lenseleven.com

Linked In: [Lens Eleven](#)

Facebook: [Lens Eleven](#)

Instagram: [@lens_eleven](#)

◆ TESTIMONIALS ◆

Feedback for Start Where You Are

“Laura's enthusiasm is contagious and filled me up with belief that I could master photography from the get-go. The materials are so beautiful to look at and easy to follow. The uplifting and empowering feedback made me grow so quickly. Feeling part of a community, learning from others, seeing them grow is very inspiring”.

“I've always loved photography and I love learning. I wanted to take the next step and learn how to photograph properly. I had never shot in manual before. I was hugely inspired by people I saw on Instagram who had done it and the community and figured it was worth taking a risk on even though I don't have huge amounts of spare time or money. It was everything I expected and more. I enjoyed the projects, the zooms, and the community so, so much. It's a course that allows you to get back and more everything you put into it. I haven't quite figured out the how or what, but I know photography is going to play a huge part in my future and I wouldn't have figured that out without SWYA”.

More testimonials [here](#)

Feedback for Next Level

“I have major imposter syndrome and insecurity ALL THE TIME, but have loved this NL course so much. I think - even more than SWYA - it has allowed me to break free a bit of perfection and become more confident with my camera. It's also allowed me to learn from and be inspired by others' work.”



TESTIMONIALS



Conversation snippets from Full House

Hey @everyone - does anybody live down south at all? I'm in Berkshire and wondered if anybody wanted to arrange a meet up on a sunny day to get some profile shots? Play around with some creative ideas? X

I'm looking for some help (and would love to help someone in return if they are in a similar position! ♥). I've been living in very rural Ireland and work has been sluggishly slow here, studio posed portraits are the thing where I live which isn't my jam. BUT we're moving to England soon and I'm going to launch proper when we get there. So, I'm looking to do some shoots. I have a lot of workshops coming up for couples/weddings but I'm a bit short of families & newborn. Would anyone be interested in a shoot swap or to just have a free shoot? We're visiting England during half term week and are free June 1-4th. We're travelling about quite a bit (going North then the Midlands) so I could travel to most places except the South Coast. Let me know what you think!

It's hard to choose just six (portrait) faves from our recent Great Ocean Road trip -- but here's some using my Next Level tricks. Like manual focus, shooting through windows/gaps, etc. Every trip I'm in awe of what I can capture of my own memories now I'm back using my big camera again.

Frequently Asked Questions

Q: WHEN WAS LENS ELEVEN ESTABLISHED?

LENS ELEVEN WAS BORN IN 2020.

Q: WHO ARE LENS ELEVEN COURSES FOR?

A: DEPENDING ON WHAT YOU WANT TO LEARN, THERE ARE A FEW DIFFERENT COURSES IN THE LENS ELEVEN FAMILY. THE QUALITIES THAT BIND THEM TOGETHER ARE CONNECTION, COMMUNITY, EMPOWERMENT, SISTERHOOD, EDUCATION AND INSPIRATION!

Q: IS LAURA AVAILABLE FOR INTERVIEWS / PODCASTS?

A: YES, LAURA IS HAPPY TO CONSIDER PODCAST AND INTERVIEW REQUESTS. PLEASE SEND ALL REQUESTS, INCLUDING DETAILS OF THE FORMAT, TO HELLO@LENSELEVEN.COM

Q: CAN MEN JOIN?

A: RIGHT NOW, LENS ELEVEN AND ALL THE COURSES ARE FOR WOMEN. WE HAVE FOUND THAT THIS ALLOWS FOR A LEVEL OF INTIMACY AND VULNERABILITY THAT REALLY OPENS UP THE WAY WE INTERACT AS A GROUP.

Q: WHAT DOES THE FUTURE LOOK LIKE FOR LENS ELEVEN?

- MORE COLLABORATIVE COURSES
- REGULAR IN-PERSON CO-WORKING DAYS TO GET PRACTICAL HELP
- A LENS ELEVEN PODCAST
- AWARDS
- PREFERRED SUPPLIER RECOMMENDATIONS
- MORE RETREAT & FESTIVAL EVENTS
- GROWING THE TEAM

We're just
getting
started!

CASE STUDIES



JW

Jules Williams

Lifestyle

Photographer

www.juleswilliamsphotography.com

"Laura and I have been friends for years so I knew about Laura's courses when they were still just plans/ideas. I knew they would be something special and she'd be a brilliant and inspiring teacher, so when I invested in a camera I used it on auto for six months until her Start Where You Are Course launched. The only person I wanted to teach me manual was Laura and I'm so glad I waited as Lens 11 has changed my life!"

When Jules began Start Where You Are she was at a crossroads professionally and wasn't sure what to do next in her career. She did the course so that she could take better photos of her children, and also to reignite her love of photography from twenty years before, having studied it at university. While Jules's knowledge and skills from then were long forgotten, the course very quickly reminded her of how much she loves to take photographs. It helped her develop her skills and the live feedback helped her improve and learn.

Within 2-3 weeks of Start Where You Are, Jules had quietly decided she was going to graft towards having her own photography business. The Lens 11 courses and community gave her the tools to put that dream and goal into action.

Jules's secret weapon is photographing how life feels. There is always a feeling a freedom in her work and personal style. She has taken her long standing passion and flair for photography, grabbed the opportunities Lens 11 has ignited, and run with it! We're hugely proud to have her as an ongoing member of our community.

CASE STUDIES



Jodi Peake

Lifestyle

Photographer

www.jodipeakephotography.co.uk

"I had to get involved, and honestly... it's the best thing I've ever done".

Jodi's journey from Start Where You Are to studio-owner and booked-months-in-advance photographer has been truly inspiring.

Having found Laura through Instagram and falling in love with her photography style, Jodi knew she had to get involved!

She knew she had the eye for what makes a 'good' picture, but says she wouldn't have been able to tell the lens from a body if her life depended on it, so learning how to use a camera properly was crucial. Lens 11 also showed Jodi a sense of community and support and she says it was this, and watching other people grow, that pushed her to give photography a real shot as a career.

Jodi describes her style as beige, neutral and candid, with the desire to capture real, rather than forced moments, and feels that in terms of editing, neutral tones will never go out of style and always be pleasing on the eye.

She is still an active member of Lens 11, and loves the 'immense' support that comes with that; "The Instagram community is beyond. On the days I feel like I'm failing there is always a clubber in my DMs saying how much they love my work. And for that alone, I will forever be grateful!"

Jodi is an absolute firecracker of a Clubber and we love to see the huge strides she's making as she carves out this new path for herself.