

CAROLINE NIJS
—PHOTOGRAPHY—

Dear ,

Last week, I was out riding my horse Shadow when a group of deer took off through the woods above us. One second, all was calm—the next, Shadow spooked, jumped sideways, and took off in a mini bolt.

I have no idea how, but I stayed in the saddle.

A year ago? That wouldn't have been the end of our ride. Back then, if he decided he wasn't moving forward, that was it—I had to dismount and walk him through. But this time, after the initial panic, he actually flicked his ears back to listen to me. And eventually, after a bit of going back and forth, he trusted me enough to move on.

It was a reminder of how much our connection has changed. And more than that—how trust is built in the small, everyday moments, long before you need it. We took the time to actually get to know each other. I took him for walks, grooming sessions, and just sitting with him in the pasture. And when it was time to start riding again, we took it slow—short sessions, just up and down the street. As much for him as for me, I'll admit that ☺.



The thing about trust

Trust isn't instant or permanent—it's built, reinforced, and sometimes questioned along the way. This is the same with horses: the trust is fluid. It shifts. It deepens. It gets tested. It's built through the daily consistency of showing up, through the moments when you listen instead of demand.

Horses don't trust us because we tell them to. They trust us because we've proven, time and time again, that we're worth trusting.

That's what makes photographing horses so different from photographing people. You can't tell a horse to pose, to look at the camera, or to 'smile.' What you can capture, though, is something far more real—the trust between you and your horse, the subtle body language that speaks volumes, the way your horse softens in your presence or seeks reassurance.

The best portraits of you and your horse don't come from perfectly staged moments. They come from the connection you've already built, long before you step in front of the camera. And the images will be a beautiful reminder of all that you've accomplished together.



Equine brand photography that tells your story

For a while now, I've been thinking about expanding my equine photography to include **brand photography for equestrian businesses**—trainers, riders, tack shops, equine bodyworkers—anyone whose work revolves around horses.


Because let's be real: stock photos don't capture what you do.


Your work is hands-on, unpredictable, and built on trust. But when it comes to showing up online, most equestrian professionals end up with the same stiff, overly polished images that don't actually reflect how they work.

That's why I'm creating an equine brand photography offer—**images that feel real, natural, and actually useful for your business.**

📍 **Where?** Switzerland & Northern Italy

 **When?** Flexible scheduling

 **What's included?** A mix of storytelling images, action shots, and branding portraits—so you have photos that actually work for your marketing.

 **What's the catch?** Since I'm fine-tuning this offer, I'm offering **early-bird pricing** for the first few sessions.

If your business needs **images that actually show what you do (without the fake poses)**, reply to this email—I'd love to hear what would help you most.



Some Final Thoughts...

It's easy to get caught up in what's not working—the moments when your horse hesitates, the things that still feel like a struggle. But trust isn't built in giant leaps. It's built in the small moments, in the patience, in the quiet understanding that you're in this together.

And when you look back years from now, you won't remember the little battles. You'll remember the bond.

That's why I do what I do—so you don't just rely on memory. So you have something real to hold onto.

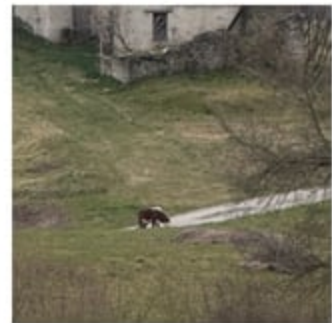
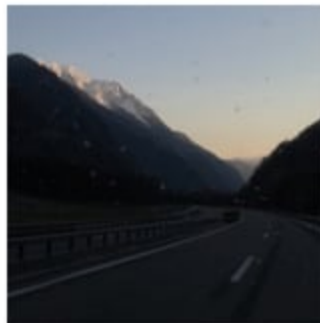
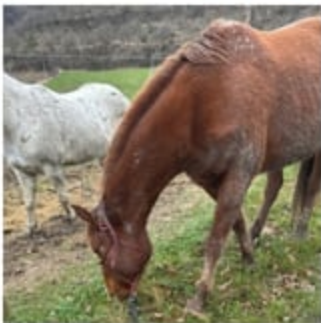
Because that's what lasts.

What **caught my eye** on social media this month.

International Women's Day rolls around, and so does the usual purple-washing—empty slogans, performative posts, and brands cashing in without real action. This post cuts through the noise and gets to the point. Worth a read.



My month in 3 images



As always, thank you for being a part of my journey.



Hold onto those small, everyday moments with your horse—they're the ones that matter most.

Caroline



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