

## HERE'S THE INFORMATION YOU REQUESTED

# “How I Will Help You Tell The Story Of Your Child Through Emotional, Sensitive Portraiture ...”

*If Your Child Is The Most Important Thing In The World To You... If You Want A Memory You Will Cherish Forever...  
If You Realize How Quickly Things Can Change... This Booklet Will Be Priceless To You.*

Dear Loving Parent,

Your family is changing so fast, isn't it? Your children (and yes, they will be your “children” even when they're married and have kids of their own) are growing up, and becoming more like adults everyday. Don't you wish you could just “freeze time” and hold these special moments of their youth and innocence forever?

My name is Steve Peterson, and capturing wonderful memories of your child, your pets, your family is the type of photography in which I specialize.

**We Can Stop the Clock. Memories Are The Most Valuable Thing We Own.**

Can you relate to this at all? I wake up every morning and wonder where the time is going. Do you ever do that? Have you noticed that, the older you and your children get, the faster time seems to fly? I have two wonderful stepsons - one who lives with us as he is still going to college. The other is married, living in Gig Harbor and working as a deputy for the King County Sheriff's department. Other than their pets, Joe and April (the stepson and his wife who live in Gig Harbor) have not yet started a family. At this stage of their relatively young life, this position of responsibility has granted them more opportunities for travel. We feel quite honored that both Joe and April are anxious for having us travel with them. We truly enjoy each other's company and respect our differences; our times together continue to be a high point in our lives.

Sitting on our night stand by the bed is an earlier picture of Joe and Jerret taken when they were about 3 and 13 (and not yet in my life). It was a studio portrait - nothing really spectacular, except for one thing - Expressions! (And really, in the end, isn't that what good photography is all about?) Anyway, my wife, Judy knows those expressions as being the aggregate of who her children were during their early years.

The boys are now 23 and 33 years old.

What would a photograph like that of your child mean to you in 20 or 25 years? There's still time, but every day, your child's smile changes a little. You know your child better than anyone else in the world. You know his or her “real” smile, and you know his or her “fake” smile. But, you know what? Other people can tell the difference too. We all can. You've seen photographs where you could tell the photographer

just posed the child and said “say cheese!.” The lighting may have been good. The background might have been nice. But that fake expression that happens when a child is PROMPTED to smile - that just makes the photograph look like a snapshot instead of a special captured moment in your child’s life.

## Imagine How Wonderful Your Child’s Expression Will Be When The Photographer Has Become Your Child’s FRIEND.

Children are very smart. They don’t just blindly trust anyone. And They NEVER show their true expressions to someone they don’t know and trust. Ever since I became a photographer I’ve worked very hard to be able to capture the priceless expressions that we all want to remember. In addition to my 15 years as a professional photographer, I also have 7 years of experience as an elementary school teacher - a de facto child psychologist in a way.

Working with children can be pretty scary sometimes. Working with other people’s children can be very intimidating. For most photographers, they don’t even meet your child until it’s time to create the photographs. So, your child is sitting there, under all these bright lights, in a strange place, in front of some strange person he or she has never met before. How scary is that? It’s no wonder most photographers have to resort to telling children to “say cheese” in order to get any expression even resembling a smile.

## But That’s Not Good Enough. Your Child Is Only Going To Be This Age RIGHT NOW - You Deserve The Perfect Portrait To Capture This Moment In Time Forever.

Time is the one thing that none of us have enough of. It’s the one thing that we all would give just about anything for: Through photography, we can hold on to the moments in our lives that we wish could last forever. And, if it’s done correctly, these same photographs can become works of art that we display in our homes for everyone to see and share.

## Don’t Make The Decision As To Who Will Photograph Your Child Until You Chat With Me. There Are things You’ll Want To Ask The Photographers...

There’s no cost, and no obligation to just chat with me, and it will make the whole difference as to how great your portraits will look. My studio number is: 671-5381.

Don’t worry. I’m not going to try to “sell you” on working with me. I’m already very busy, and I don’t need to pressure anyone to work with me as a photographer. I’ll just talk to you about your portraits, and help you discover what your photographs could be like.

If you decide to have me create your portraits - great. If not, no problem.

If you’re like most parents, when you first thought of having a portrait created of your child, you probably pictured in your mind a tiny studio, with a painted background, some bright lights, with your child sitting

cross-legged on a stool looking nervous. Maybe you even thought of a family member or friend of yours who fancies himself or herself as a “bit of a photography buff.” Maybe you thought of having his person do a quick photograph of our child, and you’d call that good enough. You’re not alone. Most parents think this way at first...

...but then, just like the other parents, something made you decide to request this information from me. You probably saw some of the children’s photography I’ve created and said to yourself “that what I want.” Maybe you realize that this portrait of your child is so important, you’re just not going to trust it to anyone. Believe me, you’ve made the right choice.

## The 6 VITAL Things To Look For In Your Child’s Photographer - The Secrets 99% Of All People In The World Don’t Know:

By requesting this booklet, you must at least be considering having a portrait of your child created. Well, that’s great - you will probably never make a decision that will bring you more lasting joy. However, there are some things you NEED to know before your son or daughter steps in front of any camera. By the time you finish reading this short letter, you will know everything you need to know about how to have the perfect portrait of your child created - the one you will cherish forever!

There are 6 VITAL things you must look for in a photographer! If your photographer is missing any one of these things, your child’s photographs will be much less than they should be.

You may feel like having a children’s portrait done is going to be a lot of work on your part. Well, it isn’t! As long as you know the information in this booklet, it won’t be any work at all on your part.

....So, let’s jump right in!

**#1 - Make SURE They Guarantee Their Work! Our Guarantee:** You must be absolutely thrilled with the portraits we create of your children—love them—or you’ll get every penny back—no questions asked, and no hard feelings either. This means after you view your images for the first time, and you feel it’s not for you, you get all your money back right then and there—period!

This is a big one, and it’s the most difficult one to find. Most photographers would never think of guaranteeing their work. They will say “but it’s ‘art’, and you can’t guarantee art!” Well, I think that’s crazy. You’re investing your hard-earned money in these photographs, and I believe that you should ONLY pay for them if you’re absolutely thrilled. That’s why I offer a complete 100% guarantee. No kidding, if you are not completely thrilled with your photographs, I will either create additional images for you at no charge, or I will cheerfully refund all your money. I am absolutely committed to creating the finest portraits you have ever had (or ever will have made).

So, make sure that any photographer you are considering offers this same guarantee. Just make that one of the first things you ask when you call on the phone: “What’s your guarantee?” If they don’t immediately, and without hesitation tell you that you don’t pay if you’re not thrilled - go to a different photographer!

## #2 Thing Your Photographer MUST DO: Meet Your Child, And Become His Or Her Friend - Ahead Of Time - BEFORE The Session.

No child is going to look natural and vibrant as a photographic image if they don't know and trust the photographer. That is just a plain FACT. Plus, besides making the photographs turn out so much better, think of how much more fun your child is going to have during the session if the photographer has become his or her friend! There's absolutely NO REASON why your child shouldn't enjoy having these portraits created. In fact, if your child is NOT having fun, the photographs will not turn out well at all.

THERE'S NO COST FOR THIS PRE-SESSION MEETING, and it will only take about 15-20 minutes, but by the time those fifteen minutes are up, you and your child will be so comfortable with me that when I do the actual session, the expressions will be perfect, natural, and priceless every time.

Another strong benefit for meeting before the photo session is to brainstorm. See what we have - our photographic park, our many different props, backgrounds, and open space. This alone can cue in some ideas for clothing, poses, props (toys and props from home), color coordinations, etc. This opens up your world to PARTICIPATING in the photography process. Without your participation it is like trying to drive a car with two flat tires. When we both have our eyes on a goal and are actively thinking of how to improve every situation the best of all possible worlds occurs. The session becomes fun and flows successfully from this community of creativity.

I feel very strongly about this before hand meeting. If I don't end up being your photographer, make ABSOLUTELY SURE, your photographer will meet with you and your child ahead of time, and AT NO CHARGE. I can't stress enough what a difference this will make!

## #3 Thing Your Photographer MUST DO: Your Photographer Should Offer You A Choice of Locations Instead Of ONLY A Boring Studio.

This is such an important point - for so many reasons! First of all, as I talked of earlier, it is so important that the child accept and feel totally comfortable in the environment in which he is to be photographed. By establishing this base you have a major advance on getting the natural and fun expressions that you are looking for.

Certainly you can have the portrait created in the studio, we have a great variety of backdrops and props, but this might not be the best of your options. Why? ... because it will not have any emotional meaning - simply to have an image before a nondescript background. If you are looking for a more casual presentation (and if the weather cooperates) then the next best location would be our portrait park. We have ample space and a multitude of different "looks" to provide variety such as a rock, boulder area, trees, open woodsy foliage, with ferns, grass, and buttercups. Here we can replicate where your child might like to go for picnics and other backyard/park settings that otherwise are not spacious enough or have other background problems that would disturb the design presentation.

However, for maximum emotional impact and meaning you should consider using the inside of your home, or vacation retreat (if you have one). The things that we do and possess can enable an atmosphere which

can not only set a more comfortable mood but also create an important connection that will make your portrait extra meaningful. Another real bonus is that your settings will NOT look like the settings of hundreds of other child photographs.

Again, you have or should have options. I can do some of your photos in the studio and on location. You see, not only do I not mind doing location photography, which takes more work on my part - I actually ENCOURAGE it. After 15 years of photographing children, I know that location photographs tend to be the photographs that parents like the most.

If I don't end up being your photographer, make sure that your photographer will give you an equal opportunity to the same location advantages.

### #4 Thing Your Photographer MUST DO: “Looking For George” - A great Game To Help Your Child Feel Totally Comfortable, So He Or She Will Look Great.

If your child is being photographed in the studio, this is a great way to make him or her totally comfortable - and to insure they have fun.

You see, I have this wonderful, big, fluffy, warm, fuzzy INVISIBLE puppy that lives in my studio. (Don't tell our three cats.....please!) Really, I do. His name is George. And he LOVES to play hide and seek with children. When you and your child come to the studio for the session, I'll immediately tell your child about George, and tell him or her to start looking for George. It's a wonderful game, and it puts them at ease right away. You should see a child's eyes light up when I tell them about this loving soft invisible puppy that's running around my studio just waiting to be discovered. Throughout the entire session, if your son or daughter isn't really “getting into the spirit” of the photography, I'll tell them I just saw George running through the camera room. Immediately, their face will light up, and that's when I snap the photograph.

Okay, just between you and me, there's no such thing as an invisible dog who plays hide and seek with children. But, once again, the psychology of capturing your child's unique personality is what this game is all about. There are variations on this idea so be sure to ask any photographer you consider hiring how they work with the children. That is even MORE important than the type of camera or film they use!

If I don't end up being your photographer, make ABSOLUTELY SURE your photographer does something special to insure your child will have fun and give you great expressions.

## **URGENT - MAJOR Myth, Mistake Or Misconception About Your Child's Photography: There's No Rush To Have A Portrait Of your Child Created Right Now.**

Before we continue with the 6 THINGS YOUR PHOTOGRAPHER MUST DO, let's talk about this for a moment. So many people think they have all the time in the world to have a portrait of their child created.

But, you know how things are. If you don't pick up the phone right now, and at least call me to chat about your child's portrait, you will probably get swamped with other things, and forget all about it. Then, before you know it, a year - two years - five years have gone by. How different will your son or daughter be by then?

Your see, time is ticking... and it's never going to stop.

**First, Your Child Takes His or Her First Step. Next, Learns To Ride A Bike. Later, Gets A Driver's Licence, Graduates From High School. Gets Married. Starts A Family Of His or Her Own.**

There are precious times, and although things will change, this moment never has to slip from your fingers.

Don't put this off. You know how life is. We put things off, and before we know it, everything has changed. If your life is half as crazy as mine is, year after year you find yourself frustrated at the things you wanted to do, and never got done. A portrait of your child - as he or she is right now - is something you deserve.

**Plus, You Will Save 50% By Acting Right Now!**

Just suppose you call my studio and chat with me. Just suppose you decide you would like me to be your child's photographer. As long as you call me (for your FREE chat) by the date marked in red on the first page of this letter, I will deduct 50% off the creation of your child's portraits - NO MATTER WHEN YOU DECIDE TO HAVE THE PORTRAITS TAKEN WITH ME!

What does that mean? You don't have to actually have the photograph created before the date stamped in red - just call me to chat. If, after that call, you decide you want me to be your photographer, I'll photograph your child for 50% off my regular fee.

**WHAT SHOULD YOU DO RIGHT THIS SECOND? (and why?)**

Pick up the phone, and call by studio. The number is 671-5381.

Even if it's after business hours, still call right now. I've got an answering machine that is just waiting to cheerfully take your message, and I'll personally call you back so we can chat. Just let me know when is a good time to call you back. Don't worry, I'm not going to try to "pressure" you at all into working with me. Plus, there's no cost at all for us just to chat.

When you call, we'll chat briefly about the things you need to know. I'll tell you a bit about me. I'll answer all your questions about how to prepare for your child's portrait - including things I don't have time to put in this letter. It won't be a long call, but it will be one of the most important calls you make.

**#5 Thing Your Photographer MUST DO:**

**The Photographer MUST Allow At Least ONE HOUR to**

## Photograph Your Child!!

This is a biggie. Most photographers are trying to crank so many sessions through in a day they only have a short amount of time to photograph each subject. Did you know that the average child photographer spends ONLY 12.5 MINUTES photographing a child?! That's insane!

Fine children's photography is like a great meal in a fine restaurant: It CAN'T be rushed. The photographer is like your personal chef, preparing the meal for you. The photographer is going to have to "add all the right spices" into the photograph to make it just right. This takes a bit of patience, and a lot of focus. If your photographer knows that is about 15 minutes the next client is going to show up, you're not going to get the attention you deserve.

Now, it may not take the whole hour to photograph your child. However, I ALWAYS set aside at least one hour for every child session I book. I've done some sessions that only took about 20 minutes or so to get a number of stunning images, but the point is - it's vital to leave that much time open. Don't let your photographer rush through this. Remember, these are your memories, and it's up to you to make sure your photographer realizes his or her responsibility to you and your child.

If I don't end up being your photographer; make ABSOLUTELY SURE your photographer does spend AT LEAST ONE HOUR photographing your child. This cannot be rushed!

### #6 Thing Your Photographer MUST DO: Make Your Child Feel Totally Comfortable By Using A Favorite Stuffed Animal, Pet, or Toy.

I love this part. You see, this is a two-fold benefit here. It's going to make your child so much more comfortable, and at the same time, it's going to add yet another level of personalization to the final photographs. As you know, children love familiarity. Nothing can calm them down like that "security blanket" they love to haul around the house, or that special beat-up raggedy old stuffed animal that Grandma gave them on their first birthday, or that cherished family pet that is like their best friend.

Imagine the wonderful photographs that will come from allowing your child to play with something that is so special to him or her. Some of the most emotional and memorable portraits I've ever created involved a child playing with a toy or a pet or even a family music box. We've all seen children almost seem to "slip into another world" when they play with certain things. Those are the moments I live for, and those are the moments I'm going to capture for you.

If I don't end up being your photographer, make ABSOLUTELY SURE your photographer encourages you to bring your child's favorite toy or stuffed animal - one that can also look good in the photographs!

### Why Your Child's Portrait Will Become More Valuable To You Than Anything Else In Your House:

Do you have a photograph of your child that, if you were running from your burning home, would be the one thing you save (other than your family members, or course) on the way out? Do you have a

photograph of your child that means that much to you? Now, I'm not talking about a "snapshot" that was taken during a family outing on the Fourth Of July. I'm talking about a wonderful photograph, created by an artistic photographer, that not only captures your child's true expressions and personality, but also does so in a way that you'd be proud to display in your home for the rest of your life.

**It's Not Too Late. This Moment, Right Now, Can Be Held Onto For The Rest Of Your Life - For You To Share With Family And Friends.**

You don't have to make a big decision right now. You don't have to choose your photographer - you don't even have to decide that now is the time for your child's portrait. Just take one small step toward holding onto your child's happiest moments RIGHT NOW.

**Just Call My Studio, And We'll Chat. And, If You Decide You Want Me To Create Your Child's Portrait, Save 50% Off It's Creation. It's All Up To You.**

Once again, my studio number is 671-5381, and you can call any time. If I don't answer, just leave your name and a number at the beep, and I'll call you back. If you're thinking of this photograph as a GIFT FOR SOMEONE, let me know, so when I call back, I only ask for you, and don't spoil the surprise!

**The Perfect Portrait Of Your Child Is Only One Phone Call Away...**

Make the call now. It will be a call you will be glad you made for the rest of your life. I look forward to hearing from you.

Sincerely,

Steve Peterson  
Photographer

P.S... - Remember, call me just to chat, by the date marked in red in this letter, and if you choose to have me photograph your child, you will save 50% off the creation of the images! You've nothing to lose, and so many great memories to gain. Call my studio now - no cost, no obligation - at 671-5381.