

Your

Family Portrait

Guide Book

Everything You Need To Know About Having The
Perfect Family Portrait Created - A Memory You Will Cherish
Forever.

INSIDE:

The 7 Things To Ask any
Photographer BEFORE Choosing
Them to
Photograph Your Family.

What's Most Important To You
About Your Family Portraits? Take
This Quiz To Find Out.

How To Save 50% Off The
Creation Of Your Family Portraits -
This May Surprise You!

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Dear Friend,

Frankly, I'm Puzzled. Is Everything Okay? Please Tell Me You Haven't Decided To Put Off Having A Family Portrait Created... Now Is The PERFECT Time To Have Your Family Photographed, And Here's Why...

Okay, I'm getting booked up with photographing families right now, but I do have a few openings still available to photograph your family. I'm only telling people like you - who requested information from me about family portraits - about this special deal.

Call Me - Just To Chat About Your Family Portraits (No Cost, No Obligation). And If You Decide To Have Me Create Your Portraits, You Will Save 50% Off Their Creation - No Strings Attached!

I'll tell you more about this special offer later in this report. But first, let me tell you a bit about what you will discover in this report. First of all, you will discover the 7 things to look for in a family photographer. I won't hold any punches here. I will be giving you the straight scoop so you will be properly equipped to make the best decision when it comes to choosing a family portrait photographer. Even if you don't choose me as your photographer, this section will tell you the 7 VITAL things to look out for in any photographer. It is a MUST READ section.

Also, there is a wonderful "perfect Portrait Quiz" for you. This short quiz (don't worry, it doesn't require any studying) will help you to discover what is most important to you about your family portraits. Your answers may even surprise you!

Now, let's get to the stuff you NEED to know...

You May Be Wondering --- What Should I look for In A Family Photographer? Well, There Are 7 Things, and They Are all VITALLY Important:

Maybe you've already made the decision to have a family portrait created. Well, that's great - you will probably never make a decision that will bring you more lasting joy. Or, maybe you've just thinking about the idea, and would like to know what to look for. Either way, there are 7 specific things you NEED to know before you and your loved ones step in front of any camera.

Take a look at the enclosed brochure covering the different areas of photography. Even the families in this brochure didn't even realize what to look for in a family portrait before they called me for the first time. Read the captions - in their words - to see what their experiences were like. None of them were paid anything to say what they've said, and their words may put some things in perspective for you. By the time

you finish reading this booklet, you will know everything you need to know about how to have the perfect family portrait created - the ones you will cherish forever!

You may feel that having a family 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!

The 7 Things To Look For In A Family Photographer: #1 - Make SURE They Guarantee Their Work!

Our Guarantee: You must be absolutely thrilled with the portraits we create for you and your family—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 - The Photographer MUST Meet With You FOR FREE Prior To The Actual Photography Session!

"Make sure the photographer, or at least the "portrait consultant" meets with you personally BEFORE the photography session (at no extra charge) to help you with every decision - this insures you and your family will look perfect in your photographs."

This is such an important step! There are only a handful of photographers in America who do this, and it's such a vital step. You see, a fine family portrait is much like decorating the inside of your home. It involves careful planning, and everything must work together to make a great result. For example, if you were redecorating your living room, you would NEVER choose what color wallpaper to put on the walls if you didn't know what color carpeting you were going to have. Or, imagine shopping for new furniture for that room, without knowing the exact dimensions and layout first.

It's the same thing with your family portraits. Any photographer who claims that he or she can just "plunk" you and your family down and snap the photographs and have them turn out great is NOT a great photographer. That's someone who is not concerned about creating a fantastic, perfect photograph of you and your loved ones - this is someone who is only interested in cranking through as many clients

per day as possible.

You are NOT an assembly line here! Your family is completely unique, and unlike any other family on Earth. Therefore, your photographs must reflect that as well. That's why it's so important the photographer meet with you before the session.

I know, I know, you are thinking “I don't have time to meet with the photographer, I'd rather just have him tell me what to do.”

But if you truthfully ask yourself, you know that your commitment to this endeavor requires your participation. Creativity and the fun of the experience is not a one sided affair. This consultation and planning time **IS MOST ESSENTIAL**. At that time, the photographer will help you choose the perfect clothing, how to do the hair and makeup, what will be the perfect location in which to photograph (which we'll talk about later in this report). It's essential for us to understand what's most important to you about these photographs. Really if you don't bring your participation into this process then it is similar to going to a fine restaurant and saying to the chef “make me something” - is that going to be Clams Casino or Roast Duck?

Remember what I said about the excitement of the process? Once as many people as possible are engaged in this necessary planning stage they no longer feel directed or simply unwilling participants in what “mom wants”. Once they bring their own thoughts and energies to the table **MAGIC HAPPENS**, the struggle for coordination comes together and the wonderful expressions you hope for on the day of the session, will simply be a natural follow-through.

#3 You Can Have The Photograph Created ANYWHERE YOU LIKE!

A painted background in a studio certainly has its place but you should be thinking “**outside the box.**” Your personality and who we recognize ourselves as being, is strongly tied to the activities we participate in and what we commonly surround ourselves with. Consider the location of your photograph like an additional personality in your photograph. Assess what it is that you expect from your family portrait - its uses i.e. how is it to be displayed - what wall or room in your home. Will you be using your portrait as gifts to family and friends, perhaps as part of a business promotion or resume? Including an interesting location or activities informs the viewer of your individuality and attention to how special and important family is to you. We are so fortunate here in Bellingham to have access to many beautiful locations for outdoor portraiture (given cooperative weather). So think beyond a non-descript backdrop and imagine having your family photographed at the beach, or in your backyard (that you so lovingly care for), or in your favorite room in your house. These are very special ingredients to a spectacular family photograph.

#4 Make Sure Your Photographer Has A Photographic Enhancement Artist On Staff - Perfect Portraits Are No Accident

In today's digital age pretty much everyone can say that they can remove blemishes and touch up wrinkles. Often however, enhancement needs extend beyond these basics. Can your photographer change smiles, replace backgrounds, shift heads, create montage, beautiful edge effects or blending formats to creatively augment your possibilities? This is not a minor consideration it is one very important step that can take a good photograph and make it perfect. I should also add that it should be important that the portrait artist should have a direct connection to your wants and needs. It is not enough to have the photographer say, “Oh the lab can fix it.” You should be able to “oversee” how your photograph is being edited and to be sure that the degree of edits are exactly what you want.

Four years ago when I switched from film to digital I immediately saw the tremendous possibilities for perfecting a photograph. I have made a diligent study of the different tools available to bring the best out in a portrait. And I welcome you to participate in the process of “ordering your enhancements.” Just how intensely should I remove those wrinkles?what kind of edge effect do you want?.....what kind of image blending options are available? Since I do all my own retouching and artistic enhancement I am the one closest to knowing what it is that you want. I invite you to participate in this building phase of your photograph; seldom will you have such an opportunity to custom create your heirloom portrait.

#5 - Your Photographer Should NEVER Tell You To “Say Cheese” to Get A Natural Expression!

We’ve all seen photographs where the subjects looked fake and posed - and those photographs never look good. Why have a family photograph created if your family doesn’t look natural? There are a number of ways to insure that each of your family members look their best in the photographs. And, I’ll give you a hint, it never involves having any of your family members “say cheese.”

I’ve spent just as much time perfecting the “art” of human relationships and psychology as I have perfecting my photographic techniques. When all is said and done, the most important thing in your family portrait is - YOUR FAMILY. Their relationships - their expressions - their personalities. If you’re like most people, you don’t feel very comfortable in front of a camera. Believe me, I know how you feel. I’m a photographer, and I don’t even like being in front of a camera. That’s why I take the time to get to know all of your family members very well - what their hobbies are - their likes and dislikes, so that I can talk to them during the session, and loosen them up. My wife Judy, is a great aid in this process. She is naturally very gregarious and has a very warm and comfortable way of putting you to ease, helping you to forget about your “duty before the camera” and simply to relax and have fun. You’re trying to capture a family memory. To me a family memory must look REAL, not fake or posed. Every photographer should think that way, but most of them don’t.

#6 - Find Out Why Your Photographer Became A Photographer! Many Become Photographers For The Wrong Reasons!

“Because of my own family, I understand how important these photographs will be to you.”

When I was growing up, my dad was interested in photography and one of his best friends was a professional photographer. It was natural for us to have different pictures (of a formal nature) taken throughout the years. Now that my parents have both passed on, the memories I have of growing up and experiencing the stages of life have been preserved through these photographic images.

I didn’t get into photography because it seemed like a surefire way to make money. I understand how much these photographs are going to mean to you, and I feel I have a huge responsibility to make them perfect for you. I got into photography because I love photography, but even more I love the relationships between people, between families. It is this love and concern that helps me to consistently create photographs that go well beyond traditional portraits.

#7 - A Photographer Should Do NO MORE Than 2 Sessions Per Day - If They Are Doing More Than That, They Will Be Rushing Through Your Session, And Won’t Be Able To Devote The Time To Do It Right.

I will do only a MAXIMUM of 2 portrait sessions per day. What does this mean to you? It means that I will never be rushing to get your session done so I can move on to the next. Your photographs will be

perfect, because I devote all my time and focus to your family.” This is so important! Most photographers try to cram 5 to 10 sessions into one day! That’s crazy! They have about enough time to set up a couple of lights, snap a few images, then fly out the door on their way to the next session. I made the decision that I wasn’t going to work that way. You get my undivided attention, and I’m not going to be rushing off to do another session, leaving you and your family with less-than-perfect portraits. My father taught me - “anything worth doing is worth doing right.” I believe that 100%, and that’s why I’d rather do 2 great sessions a day, rather than 10 “okay” sessions. It’s a matter of pride. You’re trusting me with your family’s memories. I take that responsibility VERY SERIOUSLY.

Call Me at 671-5381, And We Will Chat About Your Family Portraits - No Cost - No Obligation.

Don’t worry. I’m not going to try to “sell you” on working with me. 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.

You may have some additional questions about having a family portrait created. I can even check to see if I would be available to be your photographer. It won’t be a long call, but it will be one of the most important calls you make.

HOW TO SAVE 50% OFF THE CREATION OF A FAMILY PORTRAIT - (VERY limited time ONLY)

You’re in great luck right now. Only to people who receive this special booklet, I’m making a wonderful offer. Simply call me, just to chat (no cost/no obligation), by the date marked in red on the front of this booklet. Like I said, we’ll just chat a bit about what you’re looking for from your family photographer. After that conversation, if you decide to book a time to have me create your family portrait, I will take 50% off my fee for creating those images. It’s that simple.

Don’t Put It Off. I Can Only Save You 50% If You Call Me By The Date Written In Red.

You know how things are. If you don’t pick up the phone *right away* and at least call me to chat about your family 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 family be then?

You 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.

These 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 family portrait is something you deserve.***

What's Most Important To You About Your Family Portrait? This Simple Quiz Will Help You & Your Photographer Know For Sure.

The following quiz is designed to do two things for you. First, it will help you to know exactly what will be the most important things to you about your family portrait. And secondly, it will help you communicate exactly what you want to your photographer. In fact, I HIGHLY recommend you have this completed questionnaire right in front of you when you call me on the phone to chat. That will help me to make sure we're both on the same page when it comes to your family portrait.

The "Perfect Family Portrait" Questionnaire:

1) How many people do you see being in this photograph?

2) Do any of these people have a FEAR or dislike of having their portrait taken? If so, which ones?

3) Do you see your portraits being more formal, or more casual?

4) If you could have this photograph created anywhere in the world (not just in the Bellingham area), where would it be?

5) How long has it been since you last had a Family Portrait Created? (If you've never had one created, just put NEVER)

6) Do you have any pets you'd like included in the photographs? (If so, are they dogs, cats, buffalo, etc. - okay, the buffalo thing was a joke)

7) How long do you think it will be before you have another family portrait created?

8) Have you ever seen any of my photography?

9) What did you like or dislike about the photography of mine you've seen?

10) Have you ever had a bad experience having portraits taken? (Please describe)

Why Your Family Portrait Will Become More Valuable To You Than Anything Else In Your Home:

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

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 family's true bonds and relationships, but also does so in a way that you'd be proud to display openly 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 family portrait. Just take one small step toward holding onto your family's happiest moments RIGHT NOW.

Just Call My Studio, And We'll Chat, And, If you Decide You Want Me To Create Your Family Portrait, Save 50%. 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 number at the beep, and I'll call you back. If you're thinking of this family 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!

And remember, as long as you call for your FREE CHAT by the DATE MARKED IN RED on the post-it, you'll save 50% off the creation of your family portrait images.

The Perfect Family Portrait 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 family, 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