

[NoBsStalker] I will interview my guest for 10 or 15 minutes...then every anybody can ask any question they

[mrabbott] Hi Nicole

[glk5406] I had to install Java

[AussieGirl] Hi Shaun! Good to see another Aussie here

[NicoleN] Hi all.

[shaunc] G'day Bec.

[applehead] Hi

[mrabbott] Hi Collin

[NoBsStalker] everybody ready to start the meeting?

[Sandy] yup

[applehead] yep

[improv] YES!!!

[DiStef] YE

[Bec] yup

[mrabbott] Hi Wm

[glk5406] ok

[amie] bring it on

[blinn] you bet

[AussieGirl] okey dokey

[Collin M. Smith] ready

[Shelley] eek!

[Sandy] *sittin back*

[rodC] yup

[NoBsStalker] ok, shut up then....just kidding

[SteveH] I'm here

[wmScott] yup

[raykeeling@sbcglobal.net] hi yep

[improv] KRIS!

[krisgay] yeah

[NoBsStalker] I want to thank everyone that is joining us tonight

[NoBsStalker] and thank my 2 guests shelly and steve

[Shelley] hi?

[Bec] yup

[mrabbott] Hi Wm

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[[NoBsStalker](#)] I want to thank everyone that is joining us tonight

[[NoBsStalker](#)] and thank my 2 guests shelley and steve

[[Shelley](#)] hi?

[[NoBsStalker](#)] how you met?

[[Shelley](#)] I am born raised in Utah. I've lived in the same area all my life.

[[Shelley](#)] *yawn*

[[Shelley](#)] We have 3 kids. All mine from a previous marriage but we won't go there

[[SteveH](#)] I'm from the midwest...North Dakota acutally...Air Force brat and eventually met Shelley about 15 years ago

[[Shelley](#)] try 10, but close enough

[[SteveH](#)] seems like 15

[[Sandy](#)] lolol

[[Shelley](#)] LMAO

[[NoBsStalker](#)] no fighting

[[Rob @ PBR](#)] in utah or ND met

[[NoBsStalker](#)] how did you start your photography

[[Shelley](#)] We've been married for 8 years. We met on the INTERNET ppl!! Back when that was the freaky thing to do!

[[Rob @ PBR](#)] Thought so

[[blinn](#)] COOL

[[SteveH](#)] I started in high school...3 years of photography class got me hooked

[[NoBsStalker](#)] back in the film days

[[SteveH](#)] played around for 3 or 4 years after school and then it some what faded in the background since I was in the Air Force for 10 years

[[SteveH](#)] yeah...film days

[[SteveH](#)] when digital got affordable, I jumped in with a little Sony...something...

[[SteveH](#)] within 6 months I had a d1x and a small assortment of lenses

[[wmescott](#)] digital is affordable???

[[SteveH](#)] better than it was!

[[NoBsStalker](#)] that's for sure

[[improv](#)] Is it bad form to interupt the interview while it's happening? Shouldn't we save comments and questions for the end like Dan said?

[[SteveH](#)] actually started our business about 7 years ago now

[[NoBsStalker](#)] yes, for the people that just came in, you will get a chance to ask questions in about 10 minutes

[[SteveH](#)] for those that don't know...I'm the shooter....Shelley is the cheif editor

[[NoBsStalker](#)] doing a quick interview with my guests

[[NoBsStalker](#)] let's hear how shelley got involved

[[Shelley](#)] well when he first started his photography and we knew it was going somewhere. I offered to learn the PS part if I could quit my job. heh

[[NoBsStalker](#)] smart girl

[[Shelley](#)] and it worked! YAY!!

[NoBsStalker] does steve have any say in what you do?

[Shelley] oh yeah, we look to each other for advice all the time.

[Shelley] then I tell him he's wrong and we move on.

[NoBsStalker] your so bad!

[SteveH] It's a huge advantage...I can worry about shooting, posing, lighting...and she can concentrate on any post work

[SteveH] we can each give more time (and learning) to our respective jobs...or our main jobs I should say

[NoBsStalker] I know steve, you recently quit your full time job, what was the deciding factor on doing it...a lot of people on the forum are thinking of doing it

[NoBsStalker] but hesitate doing it

User *shannon* has entered this room.

[SteveH] We took along time to come to the decision

[Shelley] things fell into place this year, it was like we were getting big flashing signals that the time was NOW

[SteveH] We plugged away for like I said...7 years building a reptation, a client base etc

[SteveH] this year was a real eye opener... avg sales were going up more than normal...

[NoBsStalker] do you live in a big city? what's your market?

[SteveH] we were reaching profit goals much quicker than ever before

[SteveH] very small, rural Latter Day Saints community

[SteveH] pretty conservative area

[Shelley] and that's an understatement.

[NoBsStalker] what kind of photography did you start with?

[NoBsStalker] babies, families, seniors?

[SteveH] families

[SteveH] and sports

[SteveH] we do alot of high school sports T & I work still to this day

[Shelley] sports is a good starting point to get your name out there

[NoBsStalker] very true

[SteveH] probably close to 30-40% of our income

[SteveH] on average we shoot 13-14 sports programs each year

[Shelley] and it's fairly easy once you get the game plan down

[SteveH] not glamor work...but big fat cash cows

[NoBsStalker] did you displace a company to get in...how did you get involved with schools?

[SteveH] no...actually there was no one doing anything for the sports ..nothing at all

[SteveH] we started with football about 5 years ago...and have never looked back

[NoBsStalker] wow, that was easy

[NoBsStalker] no competition

[SteveH] started doing some kick ass posters for them to hang in the entry way to the schools gym...and the sheep just followed

[NoBsStalker] do you do yearbook photos?

[SteveH] everyone wants a poster....to get a poster we have to shoot your T & I work

[SteveH] no..there is a local 'chain' that does the school contract

[SteveH] we do strictly the sports side of it

[NoBsStalker] shelley, are you still copying this...you have to copy as you go along

[NoBsStalker] that's what riff said

[Shelley] I'm trying yes

[NoBsStalker] thanks

[Shelley] but i aint so sure it's going to work here. haha

[NoBsStalker] just do your best, if not people will be upset with you lmao

[NoBsStalker] do you have a studio?

[Shelley] guess they should be here then huh?

[SteveH] we have a studio

[NoBsStalker] home or commercial?

[NoBsStalker] good point shelley

[SteveH] home... very small portait studio

[NoBsStalker] so, most of your work is outdoors or location

[SteveH] we're starting the ball rolling now to build (or rent) and new space

[SteveH] ahh...pretty even I'd guess

[NoBsStalker] what kind of equipment do you use?

[SteveH] with the seniors, this time of year we sell indoor outdoor pacakges to about 98%

[SteveH] families are outside cuz their so damn big around here

[SteveH] Nikon... for now

[NoBsStalker] Yes....

[Shelley] everyone leave a dot now so you don't time out.

[Shelley] dan can clean it up

[Shelley] sandy... you're fired

[Sandy] ugh

[NoBsStalker] shelley, everyone loves the way your photos look like, can you describe your workflowit briefly if you can

[NoBsStalker] that's your workflow

[Shelley] Well let see ... I like curves and I like levels

[Shelley] I love to push the contrast as far as I can without blowing stuff out

[Shelley] Craig minellys actions play a big part in my workflow

[NoBsStalker] I love his actions

[Shelley] I love his portrait poppers and his fashionizers

[Shelley] That's a big part of my main workflow

[NoBsStalker] how do you get the beautiful softness on their face?

[NoBsStalker] it's just perfect

[Shelley] thank you. I have a skin softener I made

[SteveH] She's afraid to tell

[Shelley] I'm kinda proud of it, it works really well.

[NoBsStalker] you should sell it as an action

[Shelley] I do.

[NoBsStalker] you could make a lot of money

[improv] <oil of Shell-ay> I couldn't resist...

[Shelley] LMAO! mike

[phenomenal] ge thanks dan

[Sandy] lmao

[Shelley] Traivs of Silverlake kicked my butt last year and told me to sell it. So I do and it's a good seller for me

[applehead] How much ?

[phenomenal] we should see if rob or hodgy will pay for it and post it in the download section

[Shelley] it's \$25.00

[Terry] What did you do that kicked your business up this year?

[blinn] A BASKET

[Shelley] um no. but nice try.

[Bec] hehe

[Sandy] chocolate?

[blinn] ummmm

[applehead] steve in a box?

[Shelley] hang on, Steve's typing

[SteveH] We sent out senior flyers this year...now that we're full time, we plan on kicking up our marketing

[Bec] reese's for sandy

[SteveH] I do freelance for the local paper, and trade it for ad space

[blinn] Cool idea

[blinn] easy and free

[Sandy] nice

[Bec] nice.

[amie] Steve, what aperature do you shoot at in the studio?

[SteveH] we have alot of incentives for referrals and incentives for past clients

[blinn] So Steve no wedding work?

[SteveH] Terry... I would say, just the fact our name is getting our more and more has been the biggest kick in the pants

[improv] ? for both....do you have a website that draws the seniors in, or is it the association that you have with the sports programs that have given you the street cred with them? Also, are you really working the ambassador program hard? Would it be safe to ask

[Shelley] blinn, yes... we shot a wedding yesterday even

[rodc] what incentives?

[improv]if you are starting your push for the class of 2009 already?

[SteveH] yes...we don't do many...maybe 4 a year...but weddings aren't a big thing around here...we make more on seniors

[blinn] Ah big money makers....

[mrabbott] Both Shelley and Steve...any advice for someone just getting started

[blinn] really

[Shelley] www.stevharrington.net

[blinn] if you don't mind me asking? what is your annual income?

[improv] dude....bad form...
[rodc] how many seniors and do you have starting packages
[NoBsStalker] ok, too many questions at once...slow down
[SteveH] bear with me ...I'm trying to keep up
[improv]sheesh...canadians...
[Shelley] LMAO
[NoBsStalker] they have to type the answers
[blinn] hey
[applehead] what is your package range for seniors ?
[improv] oops....canadians...
[SteveH] Aperature in studio... usually around f11ish
[SteveH] no...we're not going after 2009 yet...we'll get a huge rush in the spring
still for the 08 kids
[AussieGirl] What's the best way of getting your seniors to relax and be
themselves?
[SteveH] for those just getting started... LEARN PHOTOGRAPHY FIRST
[improv] really? that's actually good to know...I'm getting calls for the 2008 class
still
[Bec] great question Bec
[SteveH] and learn it well...cuz the business side will kick your ass
[amie] amen
[Sandy] amen
[blinn] what exactly do you mean steve
[phenomenal] alleluia
[SteveH] when you have to make your marketing count...and your sales count
etc...then is not the time to learn photography
[improv] Did you guys attend a lot of workshops and seminars?
[improv] and if so, who do you recommend to see?
[Bec] ok
[amie] anything for you
[Sandy] no prob shelly
[Sandy] +e
[improv] <I'm all tingly...."
[improv] Do you guys work in the same office?
[SteveH] yes..same office...about 12 feet away
[blinn] Thank you S & S... I;m out have great night and it was a pleaser to get to
know you better
[amie] lolololol
[Shelley] XP is short for the cross process look...
[phenomenal] switch to a PC
[SteveH] And if you didn't know...Rob did an interview with me that is in the
download section....a couple weeks ago....little bit more about us
[AussieGirl] Thanks Shelley and Steve! Very generous of you both.
[wmscott] macs...hehee
[Sandy] PC here

[krisgay] Gotta go take my daughter to bed- copy those web addresses guys- I'll be right back

[Bec] the link wont work

[improv] wow, didn't know about Rob's interviews. I love those things .

[Shelley] no problem. I appreciate the support tonight. All your friends will be jealous! LMAO!

[AussieGirl] So... how do you get young people (seniors, etc) to be comfortable in the studio?

[improv] weed.

[Shelley] LMAO

[phenomenal] lo

[wmescott] pc all the way...

[Rob @ PBR] It woking for me, D/L right now!

[mrabbott] Nyquil Smoothie

[improv] but make sure that they SHARE it with you...

[SteveH] AussieGirl..not sure really...we have kids that age...we joke around...play music..

[Shelley] the java is funny on links sometimes... you may have to type in the link

[applehead] How can I get the link?

[applehead] Me TOO!

[Rob @ PBR] The example looks Great!

[improv] tell me about seminars and workshops? Who was your biggest influence S&S?

[phenomenal] Aussie - for us we just talk to them about what is important for them to see. Remember here in the US, its the thing to do. EVERYONE gets their senior pictures done.

[Sandy] good Q inprov

[SteveH] Tim Schooler was one of the biggest...I have always loved his work

[wmescott] what labs do you work with ?

[SteveH] Bay photo

[Shelley] Craig Minielly is mine for photoshopping

[Bec] page cannot be found

[AussieGirl] I guess it's a culture thing. No-one does high school photos here.

[Bec] typed it myself

[Bec] hm

[NoBsStalker] same here, i love his photos

[improv] any classes or dvd's with Tim, or just study his great website?

[wmescott] untapped market !!

[phenomenal] Steve - anyone know when the Senior Pictures became such a big craze?

[AussieGirl] The link worked for me... just downloading it now.

[Bec] :(\\

[Shelley] did you type.zip at the end? It prompts a download

[Sandy] u have to allow popups too

[Bec] ah that could be it

[wmescott] what about 8th grade pictures...heehee

[SteveH] he doesn't put much out there...so it's hard to find much...just find what i can...his website was and is still a big place for inspiration

[phenomenal] Aussie - its the same in Canada. Nicole and I are canuckers, and we did not go through this for our high school. Just the cap and gown.

[amie] Gotta role guys... the natives are calling!

[Sandy] from what i understand from Hodgy....canada doesn't do "seniors"

[AussieGirl] We don't even do cap and gown. That's strictly for university...

[slimhim] what did i miss?

[wmscott] for your outside portraits how many lights do you typically use..

[phenomenal] Sandy - correct. Cap and Gown with the major studios.

[SteveH] zero

[improv] Shelley, who are some of your influences for RT and post work? Same? Schooler, et al?

[wmscott] all natural...with reflectors ??

[Shelley] Craig Minielly for sure was my first true love.. hahaha

[SteveH] no lights outside....yes....reflectors and sometimes a tiny bit of fill flash is all

[Rob @ PBR] Night, Amie.

[Bec] well.. guess I'm not meant to DL it

[DiStef] and the link was????

[improv] wow...your website has music that is oddly familiar...

[slimhim] is this be transcribed

[DiStef] will someone please post the link again...I did something wrong, please????

[SteveH] scary huh improv....and I promise....we didn't know it was the same when we got it

[Sandy] STEVE...how can someone tap into the senior market when it already had a photog?

[Bec] i still get the page cannot be found

[SteveH] Sandy - get some senior age kids in your studio, behind your camera

[SteveH] makes some kick Ass images of them...friends will follow

[NoBsStalker] the link is not working for me, even when I type it in

[Sandy] thanks Steve

[Bec] me either

[AussieGirl] Bec - make sure you didn't copy the space after the address... that's what I did initially

[Terry] Nor me!

[Sandy] try another browser Bec!

[Bec] i tried copying and clicking

[applehead] Do you have any specialty products that are especially popular with the seniors?

[improv] copy it and paste it into your run command....you guys should be more interested in the question and answer than the download!!

[SteveH] we have a pretty rare Off the wall set

[Bec] i'm listening

[applehead] which one ?

[wmscott] how about albums, do seniors dig them?

[phenomenal] Sandy - different is what seniors are looking for. The photogs in our area have given the same things for 20-30 years. YAWN!!

[wmscott] -- did i say dig...lol

[Sandy] thanks!!

[SteveH] it's called State of Mind...and it barely went into production before they shut down

[SteveH] there were only about 8 made

[NoBsStalker] you were lucky to get it

[Shelley] guys, i double checked the link and ppl are getting it, if it isn't working.. it's user error lol. Or my server is crashed.. let me check

[applehead] Wow any pix?

[phenomenal] steve is that the pipe one that we see a lot of?

[applehead] I have a ton of those sets !

[SteveH] VERY lucky...we got it in Aug and they shut down in Oct or something like that

[SteveH] Yes...the pipe one

[krisgay] seen the pipe set- very cool

[improv] how many seniors to you average per month?

[improv] DO you, not to you?

[phenomenal] that is an awesome set - you are evey lucky.

[krisgay] senior albums?

[SteveH] well...per month is tough...we are finding we do have a season...

[shaunc] Steve when you started out with sports, was it action shots or T&I?

[SteveH] this year since June we've shot 35 and have 7 more on the books for Sept

[improv] can you elaborate on the season as you see it?

[mrabbott] New...what is T and I? sorry

[SteveH] we haven't got alot of bits on senior albums yet...but it's something we're looking into

[improv] very nice senior count...

[improv] team and individual

[Sandy] team & individual

[mrabbott] Thanks

[applehead] Besides posters any specialty items?

[SteveH] shaunc - 1 year of action...and then we saw that no one did anything for the teams...so I asked the coach, on the spot he asked when we wanted to do them

[SteveH] we do projects for the end of season .. senior gifts they call them...

[improv] applehead...good Q....the posters, do you do them for fundraisers, or just for brand awareness?

[rodc] how many schools in your area

[phenomenal] steve - do you print in house, or send out?

[improv] Do you charge lots, or do you give them to the groups?

[SteveH] sometimes framed and mated prints of the seniors... small sharedink books

[SteveH] send out...bay photo
[mrabbott] How big are your posters?
[Sandy] STEVE...do u have the posters on ur site?
[SteveH] posters are done ONLY if we do you T & I work...I give 1 - they usually buy 2 or 3 more...but I discount them
[SteveH] posters are 20x30 because the school already had frames
[improv] nice size on the posters.
[mrabbott] great thanks
[SteveH] I don't think so sandy
[Sandy] dangit
[SteveH] sorry
[mrabbott] Do you montage th eimages or just straight action shots?
[SteveH] most of the posters..the coaches pick like an MVP
[SteveH] usually that is an action shot
[SteveH] like football was 2 action...and 1 composite last year
[SteveH] baseball was the same...
[Shelley] one thing with seniors... we are very careful about what we put online. They will steal it for sure
[applehead] So true
[Rob @ PBR] When is the video coming out?
[Sandy] oo no doubt shelley
[SteveH] the smaller sports do 1 poster usually....and we do a team shot or a composite usually
[Bec] yup
[Shelley] I don't want my posters being stolen darnit! But I'll sell ya one!
[improv] Where are you in UTAH? I used to live in Elko, NV and ski in SLC
[Shelley] we got married in Elko
[Bec] so do you do online proofing at ALL or do you use projectors and proof in studio?
[Shelley]
[Rob @ PBR] For \$25.00 ?
[improv] shutup....what year?
[SteveH] very northern... Garland...bout 18 miles from Idaho border
[Shelley] 1999
[SteveH] projection in studio
[Bec] k
[applehead] what projector?
[SteveH] only the few weddings go on line...and seniors that are out of the area
[improv] I knew it!! I was the dancer that steve hired for your bachlorette party....remember?
[mrabbott] How much is a poster?
[SteveH] Dell 5100MP
[Shelley] bec, yes we do do some online proofing for out of towners... but we try to avoid it
[NoBsStalker] mike...your sick lmao
[shaunc] you live in a small community, how small?

[Shelley] LMAO mike. we needed a designated driver..
[mrabbott] mine is small 9000 people here
[SteveH] a 20x30 is \$280, but we'll drop that down for sports
[mrabbott] starting second HS this year
[SteveH] we look at how much of a return we had
[mrabbott] Great thanks
[Shelley] we are trying to keep up, let us know if we missed someone
[SteveH] if we had 90% of the team order....we'll give them a better deal than a team that only did 30%
[improv] wow....garland is the monw
[applehead] besides the OTWP sets any other popular BG's, i find that seniors are very regional.
[Shelley] yes, monw grows all over here..
[Bec] doggonit
[DiStef] I had to go eat dinner, so, did anyone ask Shelley how you learned Photoshop?
[Bec] booted me out
[Sandy] STEVE...i'm shooting my neice (senior) this coming week....how can i turn that shoot into more seniors?
[improv] she learned it VERY well..
[NoBsStalker] that was the problem for me on your link
[DiStef] I know! She sure did!
[mrabbott] are there PS training DVDs or training you recommend?
[Bec] lemme try again
[Shelley] SANDy, give them free wallets to pass out with your info on them
[DiStef] awesome stuff!
[SteveH] do this sandy...make her some wallets... even a small two image composite
[Sandy] thanks shelley!
[SteveH] put your info on it...right on the front!
[Bec] THATS it
[Sandy] and steve
[Bec] thank you!
[improv] I'm doing the wallet program....also myspace pics for the kiddos..
[SteveH] have her hand those to her friends...tell her that anyone who prints that buzz wallet to you...gets a free sheet of wallets
[SteveH] not prints... BRINGS
[Sandy] STEVE...what type of shoots work best for girls??
[Bec] oh.. good one Steve.
[applehead] LOL!
[Shelley] dramatic lighting on the big girls
[SteveH] I think that's why we saw less in June and July...it was just plain hot
[Sandy] extra \$\$ Shelley?
[Shelley] yeah, we do that. oh heck yeah!
[Shelley] hehe

[NicoleN] Mike, usually us fat people aren't afraid of saying we are fat.... It is the skinny ones who are usually weight conscious

[SteveH] but when they wear them damn baby dolls...everyone looks fat

[improv] I was just joking about the FAT thing btw...

[Shelley] we know you by now improv.. and love you

[applehead] Do oyu meet with tem before the day of the shoot ?

[improv] I find that a lot of teens wear clothing that is TOO tight and it shows rolls

[applehead] I mean you.sorry

[SteveH] when they wear that baby doll, I take a clamp and sinch that thing up in the back

[Sandy] Shelly & Steve - how do u handle the moms at the shoot?

[Bec] good one.

[Shelley] Steve ignores them. I get out of earshot.

[SteveH] we don't meet before shoots applehead no

[Shelley] they really *can* be a pain

[Sandy] do they make the kid nervous?

[SteveH] we have a flyer and a website we direct them to for our instructions

[improv] do you get a list of students from other students?

[SteveH] we haven't had a real problem with mom's... or dad's ... yet

[Sandy] yayy..lol

[SteveH] we get mom's at pretty much every session

[rodc] do packages work better or alacart bythe sheet for you

[Shelley] Sandy- sometimes yeah. I think it depends... some seniors do better with their parents. Some should leave them home.

[SteveH] we're looking at it as we're selling the experience

[Shelley] But the moms will always be there, so we have to work around them

[Bec] my download finished

[improv] I encourage moms to be a part of the session actually. I want her on MY side.

[Sandy] thanks shelley!

[SteveH] mom watching baby girl all grown up... we're selling emotion before we've sold a single image

[applehead] Do you offer make overs?

[mrabbott] Do you meet with the seniors after school and on weekends? or during the week by appt?

[SteveH] rodc - we do a min print order

[Shelley] no applehead. We have access to a girl who will do makeovers, but we don't do any.

[Sandy] STEVE & Shelley...how would someone go about finding locations to shoot in?

[huskey8] my download is done thanks Shelley

[SteveH] we have found that really weeds out the bargain shoppers

[Shelley] mrabbott: usually after school and weekends. We like to shoot outdoors stuff just before the sun goes down

[applehead] It doesn't kill you upsell?

[SteveH] but people are blowing by the min order...so it's not hurting sales at all... everything else is ala cart

[mrabbott] Thank you Shelley

[Shelley] yep

[SteveH] our min is \$150...and we have averages now of \$400-\$50

[SteveH] \$450

[SteveH] soo...I'd say no

[improv] STEve, do you apply any of the \$150 to print purchase if done within a minimum time?

[applehead] does that include a portfolio?

[Shelley] we don't do portfolios.

[rodc] what do they get for 400

[applehead] Slide shows ?

[improv] I suppose I was thinking that the \$150 was for the session fee and maybe a few prints?

[SteveH] no slide shows

[Shelley] we'll only do slideshows if they spend a minimum of \$700.

[SteveH] we have session packages

[SteveH] from \$50 up to \$95

[applehead] So you don't show themone at the sales presentation?

[SteveH] the print order min is just that .. PRINT Min

[SteveH] yeah...I show a slide show at the sales session...

[Shelley] yes, we start the sales session off with a slideshow.

[AussieGirl] I've gotta go. Nap time for the little one. Thanks Steve and Shelly!!!

[SteveH] but if I sell it to them...they won't buy anything

[slimhim] was this already asked? what's your average sale?

[Bec] night Bec

[AussieGirl] Bye everyone!

[DiStef] bye!

[Sandy] bye

[SteveH] bye bye

[slimhim] good night rebecca

[applehead] G'nite

[photohogs] bye

[Rob @ PBR] night

[SteveH] yes slim... about \$400-450 now

[Shelley] bye rebecca

[AussieGirl] (morning!)

[Shelley] ok we're feeling caught up... did we miss a question?

[SteveH] If I'm missing ?s, please throw them out again

[applehead] when you shoot on loc do you bring groups of seniors or one by one ?

[Shelley] yes we sit near each other while we type.

[rodc] what dothey get in a 400 pkg

[SteveH] never thought this could be so hard

[SteveH] one at a time

[[mrabbott](#)] IS there any PS training DVDs that you would recommend or a class to take?

[[Sandy](#)] [Sandy] STEVE & Shelley...how would someone go about finding locations to shoot in?

[[scphotography](#)] where do you get inspiration for creative poses, that aren't too sexy for the age..?

[[NoBsStalker](#)] ok, slow down with the questions

[[SteveH](#)] we don't have packages...

[[amie](#)] love the no package thing

[[SteveH](#)] \$400 would get you 30 5x7s

[[amie](#)] How did you guys get to such ROCK STARS?

[[Shelley](#)] sandy, go for a drive! We'd love to take a photographer from their town and drive them around and show them the places we could find! Look for the small things. Your backdrop in your studio is 10x20... look at it that way

[[SteveH](#)] we're just pebble stars really

[[improv](#)] too funny....pebble stars...

[[Shelley](#)] if I'm a rockstar, I want a new car

[[SteveH](#)] sandy...just drive around your town...and LOOK SMALL

[[applehead](#)] PS training DVD's ?

[[amie](#)] OK... I don't have a car at all right now, or I'd give you mine

[[Sandy](#)] thanks shelley! and what about gaining access to some places? like a big business?

[[Bec](#)] do you ever have to get permits?

[[mrabbott](#)] Photoshop

[[Shelley](#)] ask them sandy. You'd be surprised at how flattered they get when you want to use their place.

[[SteveH](#)] sandy - you don't need the entire building... or a huge field... just enough to fit a kid in... 3feet x 5feet

[[applehead](#)] D

[[Shelley](#)] yes, we always get permission at the places we go

[[applehead](#)] How many kids do oyu shoot on LOC at one time?

[[Sandy](#)] right! i'm just intimidated i guess....thinking someone is gonna come and yell at me..lol

[[Shelley](#)] well except for that car. we cheated... then ran! LMAO!!

[[SteveH](#)] 1 kid at a time

[[improv](#)] THanks a lot for the great chat guys!!

[[Shelley](#)] we always tell the kids, "if someone stops by.. RUN!!!"

[[improv](#)] <in case I forget to say that later>

[[Bec](#)] yes. thanks.. and thanks for the DL

[[SteveH](#)] np mike

[[NoBsStalker](#)] see you mike

[[Shelley](#)] thx mike

[[applehead](#)] How much time do you spend with each kid on the avarage?

[[rodC](#)] do you photoshop in backgrounds or use virtual backgrounds

[[SteveH](#)] about 3 hours

[[SteveH](#)] no rodC

[applehead] wow !

[improv] I'm still hanging about...too many great ??

[improv] rodc?

[Shelley] no rodc, that's too time consuming. I may get snarky if we use seamless and add textures, but we're for keeping it easy

[shaunc] how many images do you show them?

[Sandy] snarky? lololol

[scphotography] I always have wondered, we have locations, but it is a lot of get in the car, get out for a few minutes, get out, get in get... is that what most of y'all do?

[Shelley] 20 to 30 previews. We've trained ourselves not to call them proofs.

[improv] Is it a challenge to edit your sessions down to such a small number? and , has this had a positive impact on your sales?

[rodc] how long of a session for 30 previews

[Rob @ PBR] any video of you guys on location

[SteveH] we're of the thinking, quality outweighs quantity

[Sandy] are all your "previews" processed?

[Shelley] yeah, we usually will hit 2 or 3 locations... it's part of the experience

[Sandy] bingo steve!

[Shelley] yes, we retouch all of them.

[improv] I agree on the q vs. quant..

[Sandy] thanks shelley

[applehead] Do both of you go out on location?

[Shelley] rodc- you mean 3 hours?

[rodc] yes

[Terry] In looking back at your business - what would you have done 7 years ago to speed up where your at now?

[Shelley] that steve mentioned above?

[Shelley] dan, I'm in trouble, I quit copying this a long time ago.

[improv] That's really awesome, instead of 75 not retouched images, you do 20-30 retouched ones....great idea.

[NoBsStalker] oh, oh

[amie] hahaha... you're officially fired

[NoBsStalker] who else is copying?

[Shelley] Terry: NOT proof online.

[improv] This is after chat talk...

[photohogs] I', still getting it.

[rodc] i am sorry i mean time forthe amount of imges you show them

[NoBsStalker] great

[improv] What do you do for the ones who travel great distances to you? How do you preview them?

[NicoleN] I am copying too Dan.

[applehead] Generaly how long does it take you to workflow the images. Do you show them on the same day?

[Shelley] steve's on the phone selling a session. he'll be back in a second

[NoBsStalker] busy guy

[Sandy] at this hour? lol..u go steve!
[NoBsStalker] questions for shelley?
[applehead] Go Steve !
[amie] Anything you want to tell about him while he's gone?
[Terry] Shelley - Why not online proofing (as this is what I have been trying)?
[improv] <theme to wheel of fortune>
[improv] online proofing KILLS sales...
[mrabbott] How can i get a copy of the chat?
[Sandy] <---putting ear up to monitor
[Shelley] it killed our sales and made ppl wait too long to order
[improv] period...
[improv] end of story
[Shelley] especially seniors...
[Bec] i'm finding that too
[applehead] sales is part of our job
[Shelley] We have a family we proofed online last year. Yeah... still haven't heard from them
[NoBsStalker] were hoping to have it on the forum later
[improv] NEIL!!!
[slimhim] so you don't ever put anything online?
[rodc] same here on the online proofing we are stopping it
[Neil Copeland] Hi, guys, sorry I'm late...just got in from a job...
[Sandy] i leave my stuff online for a week...
[applehead] Generaly how long does it take you to workflow the images. Do you show them on the same day?
[slimhim] what link?
[Shelley] we tried that sandy. All they did was call and cry when we took them down
[shaunc] Shelley do you have a standard workflow for each image, or do you look at an image then decide what to do?
[Sandy] shelley...thats when i charge them \$50 to put it back online
[Shelley] apple: I usually take a little longer on seniors. We will tell them their stuff will be ready in 2 weeks
[NoBsStalker] yes, indeed
[Shelley] Sandy: then you have some anger built up there. I want our clients to love us after the experience.
[applehead] I mean the images for the projection appointment .
[mrabbott] Shelley SteveH thank you for all your advice and guidance, new at this and you are a true inspiration
[Sandy] of course i never actually do charge them tho...i'm the one that gives away the farm
[improv] Shelley, do you ever get behind in the workflow and feel like you can't get it all done, or are you so streamlined now, that it's not a problem?
[Bec] yes.. thank you
[Sarah] I wish I didn't miss as much as I did. Will this be available later?
[applehead] Now I know whom to ask for LOL!

[[slimhim](#)] when do t you start to get ambassadors?
[[SteveH](#)] sorry....all...phone rings
[[improv](#)] anytime is a good time for ambassadors I would think.
[[Shelley](#)] improv - yes, I get a little overwhelmed, especially now that steve is full time. But I'm adjusting
[[NoBsStalker](#)] were not sure sarah, riff didn't show up, he did it the last time.
Some people said they would try doing it
[[applehead](#)] Are the projection apts 2 weeks after the shoot?
[[Shelley](#)] we use to joke about being exclusive and being so in demand that it would take 6 weeks to book. Um.. I think we're there!
[[Shelley](#)] yes applehead
[[SteveH](#)] sorry if I missed anything ...again... I'm back
[[NoBsStalker](#)] that's ok steve...shelley did a good job of keeping things going
[[slimhim](#)] i've tried to use ambassadors but they don't do any work
[[Bec](#)] what program do you recommend for slideshows
[[SteveH](#)] her fingers are bleeding
[[NoBsStalker](#)] we didn't miss you at all
[[Shelley](#)] dang, someone asked a question and I lost it.. I'm looking
[[Sandy](#)] LOLOL steve
[[applehead](#)] aprox how many seniors are in your area?
[[Sarah](#)] sorry if this is repeating a question, do you finish all images before you show your Seniors?
[[slimhim](#)] what was the question shelley,
[[amie](#)] It's OK, Steve... she just told us your deepest darkest secrets while you were gone
[[SteveH](#)] pro show gold...OR ... a really good fast one is show it fast
[[Bec](#)] k
[[Shelley](#)] shaunc-!! YEah we I do a standard workflow on most images, but then you come across those ones that you have to play with
User *krisgay* has logged out.
[[SteveH](#)] we have 1 high school...that graduates about 300-350 kids
[[slimhim](#)] is show it fast only only for web viewing?
[[amie](#)] Slim, they just added a dvd option, but they are pricey
[[applehead](#)] Good ?
[[Shelley](#)] and though I saw mikes feelings on Blogs. If you want to shoot seniors GET THEE A BLOG!!!
[[SteveH](#)] I THINK they have way to go to dvd now...but, web viewing is sweet...super fast, great end result
[[slimhim](#)] cool
[[Bec](#)] yeah.. i'm working on that now too
User *fotogirl* has entered this room.
[[slimhim](#)] do you put all your senior shoots on your blog?
[[NoBsStalker](#)] why a blog shelley?
[[Shelley](#)] seniors love to be in the spotlight... if you blog them and tell them how freakin cool they are... they eat it right up
[[rodc](#)] do you post pics on blog

[SteveH] we are finding our our blog gets more hits than our site
[Sandy] righto steve!
[Bec] and.. myspace?
[Shelley] Only put your best work on your blog
[improv] BLOGS are okay, but you have to keep it current and fresh....I'm a one man deal and all of this stuff takes time. I'd rather have several kids out there myspacing or facebooking for me...
[improv] LISAMARIE!!
[Shelley] yes, you have to keep your blog updated
[SteveH] we totally abuse myspace now
[lisamphoto] E-llo..sorry I'm late
[mrabbott] Good night all
[Shelley] gnight mrabbott
[improv] nighty night.
[Sandy] yell-o lisamarie
[Bec] nite mrabbott
[NoBsStalker] lisa doesnt get the gift because she's late
[improv] LM, you missed a TON
[SteveH] we will throw the kids an image with our info on it...tell them they can have it if they don't crop off the info
[mrabbott] Learn more everyday
[slimhim] i've noticed the same for me steve about my blog
[slimhim] 70% of my visits are to my blog
[applehead] SteveH[SteveH] we totally abuse myspace now how ?
[Shelley] we get a lot of messages from myspace teens. yes. It took awhile to get it built up but it's finally working for Advertising
[improv] do you have a myspace page yourself?
[SteveH] give the kids images for their pages applehead
[NoBsStalker] any questions?
[SteveH] holy crap!
[NoBsStalker] giving a break to our guests
[Sandy] LOLOL
[SteveH] that is a workout!
[NoBsStalker] their poor fingers
[SteveH] I'm sure I missed a ton!
[Shelley] we're ok but I know we're missing stuff here and there
[Sandy] they're a couple that met online...gezzz they know how to type FAST
[improv] nope, you guys are keeping up very nicely.
[NoBsStalker] doing a great job
[applehead] Low rez right? How can you keep them from cropping your info off?
[Rob @ PBR] Have you guys video taped any of your location shoots?
[SteveH] yes....we have done a few
[improv] what are your biggest challenges at this time?
[SteveH] but we need a videographer!
[Shelley] i suck
[SteveH] shelley sucks at taping

[Shelley] I'm busy working the reflector and fixing poses
[improv] hmm...not really a challenge eh Steve?
[amie] I wanna come!
[NoBsStalker] should get Gerbrent...he tapes Rob and James stuff
[Shelley] LMAO
[SteveH] biggest challenges.... learning how to get more people in the door right now
[improv] <rude old gassy uncle improv>
[Shelley] oops improv... bad timing. LMAO!
[slimhim] yay!
[Sandy] oo crap...i just pressed the "clear" thingy...LOL UGHHH
[Shelley] oh please, we are plenty busy. Excuse me while I kick his a\$\$ how
[improv] why video?
[applehead] This is why I must goto the inferno!
[Shelley] now
[Shelley] now
[SteveH] we mostly get the ground...cuz shelley don't turn off the camera when she comes over to kick my ass bout something
[Sandy] LOLLOLOL
[applehead] why video?
[NoBsStalker] wish i was there to see that
[amie] that's hysterical!
[Shelley] wwanna hear me bitchin? I got tape of that
[improv] good Q applehead
[SteveH] so you get ground...and me gettn chewed out
[SteveH] I don't get it...why video?
[improv] what's the videographer for?
[Shelley] youtube is the next big thing... we need to get some video out there. I have a good one of steve tripping while he's shooting
[applehead] Post that on a download ! Steve getting chewd out !
[Sandy] and the tripping..LOL
[amie] Aren't we supposed to trip while shooting?
[improv] dude....that's right!! My 9 yo uses YouTube
[Shelley] he's all working it and... DOH!
[SteveH] fuzzy denkel does slideshows with his images, and some video cuts in their...very cool
[Shelley] we bought the software last year but just haven't done anything with it yet.. hahah
[Sandy] so do the Marings
[improv] who have you studied with? Seminars< etc...
[Shelley] WPPI is about it.
[SteveH] up until now, we haven't had time for much
[SteveH] I used all my vaction time before for shoots
[Shelley] that's another goal, to hit more seminars
[NoBsStalker] are u coming to inferno?
[improv] Are you in a local PPA guild?

[Sandy] gezz not my night..lol
[Shelley] probably not this year, but we've talked about it.
[SteveH] Not local...but we're part of PPA, WPPI, SPI and SPA
[Shelley] (that was for dan)
[NoBsStalker] i still owe you a beer Shelley lmao
[slimhim] do you have more dealing with the parents or the students?
[SteveH] students
[Shelley] Well we didn't plan on it because steve was still fulltime welder, but now that our plans have changed, we've discussed inferno for sure
[DiStef] gotta go feed our cow! thanks for all the info!
[Sarah] I own Steve and Shelley a beer too for that limo ride in Vegas! Hope to make it next year too!
[slimhim] do you have the student sign releases?
[Sandy] i hope u guys do inferno!!!!
[SteveH] we figure that we can market to the kids eaiser...about 70%-30% mix
[Shelley] Hahah Sarah!
[SteveH] yes...model releases for everyone
[souperman] this thing keeps logging me out
[applehead] 70/30 ?
[souperman] is anyone copying
[slimhim] do you make calls to the students?
[SteveH] we have kids calling us to make the bookings
[improv] hit a . every once in a while soup.
[Sandy] or a - soup
[SteveH] especially with girls....a 17 year old runs that household
[applehead] 70/30 mix ?
[SteveH] if you can impress her, convince her to come to you...her mom/dad are just along for the ride
[applehead] 70% seniors , 30% sports ?
[SteveH] we don't worry about marketing to the parents...we want to get to the kids
[improv] I actually had a consultaton with a mom the other day b4 a session....mom and daughter very close. I like to personally involve the checkbook....I mean the mom.
[slimhim] i just leary because i'm a guy and don't want the parents to freak out
[SteveH] we go directly to the kids...not the parents
[applehead] amen!
[improv] did you find my website pics of steve neil?
[SteveH] we want mom AT the sales session...cuz then we're gonna get her on emotion
[SteveH] My goal is to have her in tears after 3 images
[SteveH] sell emotion!!!!!!
[applehead] ESP !
[improv] sweet Steve, I agree
[slimhim] do you market at the schools or in newspaper or what
[NoBsStalker] watch what you say steve, your sounding like someone

[SteveH] get her there...and she will want everything
[souperman] Steve, you've got this thing figured out
[applehead] ESP !
[SteveH] I know dan..but...it's true
[amie] that's why they are rock stars
[improv] Emotion Sells Prints ?
[applehead] Yup !
[Shelley] or rock-rears
[Bec] pebble stars
[NoBsStalker] yes it is rock stars that is
[SteveH] when we made the jump....I would sit in a sale session and just watch them pick images...
[souperman] I always preach that this is not a logical purchase
[slimhim] no improv, common misconception,
[Sarah] on your 10x24, wouldn't you want to leave more room on the bottom if they put it in a frame?
[Susan F.] How'd you do it amie?
[SteveH] I didn't have to do anything...and they were just in awe of their baby girl
[amie] do what?
[improv] wachoo talkin' bout willis? <slim>
[Bec] so you just do the slide show at the session?
[Bec] proof session.
[SteveH] yes...first thing we do
[slimhim] do you play current songs?
[SteveH] no...royalty free
[improv] again, how do you preview for the out of towners?
[slimhim] or songs for the parents to love
[applehead] what music do you use during th eslide show?
[Bec] then.. you show them the previews (see i'm paying attention) using... ...?
[slimhim] where do you do most of your marketing
[SteveH] out of town goes online, using imagequix through bay photo
[SteveH] our biggest marketing now is WOM
[SteveH] and pretty much all we do
[SteveH] we did a direct mailer for seniors this year
[amie] It's nice when it gets to that place.
[Sandy] all i do is WOm (babies and children)
[Shelley] we mat all of our stuff Sarah, leave more room if you want.
[SteveH] and it's going nuts now
[improv] do you control that online viewing experience by getting on the phone with them while they view?
[Sarah] thx Shelley
[slimhim] cool
[NoBsStalker] 10 minutes left...
[SteveH] no improv...but we're taking about maybe 6 clients a year
[slimhim] what about when you first started

[Neil Copeland] Word of Mouth is always the best advertising, but you still have to keep plugging other stuff.

[SteveH] MOST out of towners....come back to the studio

[slimhim] where did you market the most in the beginning

[improv] I still think that online ANYTHING kills sales...I've proven it to myself

[lisamphoto] Sure this has been asked..but are you working out of your home?

[improv] time and time again...

[Shelley] i agree improv.

[applehead] the avg online sale in the US is \$13.77

[kenmcpphotos] Steve and Shelly, Thanks for staying so long. Great info..

[Susan F.] amie, how'd you download. I think I just did it, but my stuffit expander keeps quitting.

[improv] get a PC...

[SteveH] before two months ago...I had no more time left in my life..I couldn't find time for marketing, or advertising...

[amie] I don't know... it worked just fine for me?

[Susan F.] ha ha

[slimhim] no no no, no pc

[Shelley] it's a PC world I'm afraid, or I'd be mac-in it too

[applehead] Thank you so much Steve and Shelly, it has been a pleasure !

[Rob @ PBR] I just clicked the link

[SteveH] so that is our big thing now... marketing...advertising... that will all take more of a front seat

[slimhim] you guys are my heros

[slimhim] what are your plans for that?

[Sandy] thanx so much guys!!

[Terry] Before I lose you guys, just wanted to say thanks - it's been a geat night.

[Rob @ PBR] you too still having a get together?

[Shelley] we are heading to yellowstone in the morning for a much needed break so if you have questions and PM us, don't be sad if we don't answer for a week

[improv] thanks all! I really appreciate Dan for hosting and Steve and Shelley for being such great guests. Thanks again.

[SteveH] mostly the paper...and more direct mailers

[Sarah] I missed the 1st hour but I still learned, thanks! I would love to come shadow you guys someday!

[Neil Copeland] Steve, you went fulltime two months ago, didn't you?

[SteveH] we don't have local tv...or really radio to speak of

[Susan F.] Sounds like you are winding it up. Thanks for inviting me!

[SteveH] yes neil

[Shelley] DAN!! is the man... Dan you are so good to be doing these. That's dedication

[slimhim] is the paper going to reach a lot of students or is that for the parents?

[Bec] thank you for doing all this.

[NoBsStalker] yes but i need great guests like all the people that have shared their time with us

[improv] Bye now....don't eat the salmon.

[SteveH] both slimhim mostly
[amie] So glad you guys could do this! You're the best! I've just GOT to meet you sometime soon!
[Sarah] Have a good night everyone!
[NoBsStalker] everyone learns from this
[slimhim] i see
[SteveH] we do alot of sports also remember...so we do alot of inserts with that area of our work too
[Rob @ PBR] Can't thank you too enough! Great chat! You, too, Dan.
[Shelley] well yeah! we were right there next to each other amie that one time in vegas and you left before we could meet. I regret that!
[SteveH] specials, promos....stuff like that
[lisamphoto] Ya'll going to WPPI this year?
[Shelley] yes. WPPI is my main party of the year
[slimhim] good stuff guys
[SteveH] WPPI is a HOOT
[Sarah] I want to go again, loved WPPI this year!
[Bec] where is wppi?
[Bec] vegas?
[SteveH] Vegas baby!
[Sandy] it was in vegas
[Sarah] would love to see you again and meet some more NoBSer
[amie] Blame it on he who must not be named, Shelley! LOL. It's a good excuse. We'll get together soon! Just a quick flight away.
[Sarah] s
[Shelley] WPPI is so freakin fun I about can't stand it
[lisamphoto] I am in this year!! Can't wait to drink with ya...I mean meet ya'll.:)
[slimhim] when is the next one
[SteveH] March
[Bec] ok.. march.. where?
[amie] Talk to you all later!
[SteveH] Vegas
[slimhim] do you have to be a member to attend?
[Bec] ok
[Shelley] Amie: yeah, that jerk! We shoulda hooked him up with the other one who should not be named. They's make a cute couple
[slimhim] bye amie
[SteveH] don't think so...but you may as well join
[NoBsStalker] well, thanks everyone for being here
[lisamphoto] Wanna go an room amie??
[SteveH] it's cheaper if you join
[Bec] i've been looking for an excuse to go back to vegas
[NoBsStalker] thank you shelley and steve!!!
[slimhim] ok
[SteveH] np dan
[rodc] great stuff thanks so much

[NoBsStalker] you were great!
[Sarah] Vegas march 15th or 16th through the 20th or so...
[amie] yep, shelley... and Lisa, uh huh!!!
[Bec] THANKS
[Shelley] ty dan. I lurve you! and for than more than just your car
[SteveH] carrpel tunnel is kickn in!
[Sandy] thanks sooo much Steve and Shelley!!
[slimhim] thank you all soooooooo much!!!!
[NoBsStalker] who copied the entire thing???
[Rob @ PBR] Thanks and good nite, all!
[lisamphoto] Aw-ight..it's a date Amie!!
[NoBsStalker] who copied the entire thing???
[Rob @ PBR] Thanks and good nite, all!
[lisamphoto] Aw-ight..it's a date Amie!!
[Shelley] not me.
[amie] Pick you up at 8, Lisa.
[NicoleN] I did dan
[SteveH] if we missed anyone...just send us a pm or something....promise we're not mean
[slimhim] Steve, Shelley you guys are awesome
[amie] Gotta jet. Later guys!
[Bec] i tried. my cut and paste wasnt working
[Shelley] ty slim
[NoBsStalker] do you know how to save it to document?
[lisamphoto] pm that is..I am a late sleeper!! haha
[SteveH] later amie
[photohogs] You guys ROCK, Thanks for everything!!
[Shelley] ty ty
[photohogs] You guys ROCK, Thanks for everything!!
[Shelley] ty ty
[Sarah] Thanks Steve and Shelley!
[SteveH] thank yee
[SteveH] np sarah
[NoBsStalker] you'll have to find out from Riff on how to put it on the forum
[NicoleN] I have been copying and pasting to word
[lisamphoto] Tanks a bunch..sorry I missed most..but I'll get theDL from someone.
[slimhim] your the man NicoleN!!!
[Shelley] steve did a phone interview too...
[NoBsStalker] save it and talk to riff
[NicoleN] that is Woman!!!
[Bec] ok. need to go myself.. night and thanks one last time
[Neil Copeland] Yeah, me, too...First hour must've been GOOD!
[slimhim] oh, my bad,
[NoBsStalker] yes, i saw that the other day, i want to listen to it soon
[slimhim] night bec

[NicoleN] np Slim
[slimhim] i was just playin
[Terry] Thanks guys, have a nice trip.
[Neil_Copeland] Gotta go count my money... see y'all later!
[NoBsStalker] see you neil
[NicoleN] It would take a lot to offend
[photohogs] I have the whole thing.
[slimhim] i'll help neil
[slimhim] i got a lot more Nicole
[NoBsStalker] whoever has the chat meeting, contact riff and ask him how to put it on the forum
[Neil_Copeland] LOL... won't take long, Slim. It was a small shoot...
[NoBsStalker] he will help you out...it's the least he can do he didnt show up
[slimhim] Thanks for doing this Dan and for all the reminders
[NoBsStalker] a lot of people will want to see the notes for this meeeting...no prob slim...thanks for coming
[slimhim] it was great
[slimhim] i wish i didn't have dinner guest and i could have copied it
[slimhim] next time, i'm the guy
[slimhim] all long as i remember that is
[NoBsStalker] you better remember
[Shelley] and I won't be around this week when ppl start saying the link won't work for the freebies.. Muahaha! Clean that up will ya? I love drama!
[slimhim]
[NoBsStalker] ok, i'll take care of it