



The Art and Business of High School Senior Portrait Photography

Ellie Vayo

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A profitable, efficient senior portrait studio is made possible with the help of the invaluable information in this book. Whether revving up a slow studio, branching into the teen and senior market, or capitalizing on building a profitable studio from the bottom up, photographers will find all the how-to details in this updated edition. Pricing strategies to ensure the business can stay afloat even during slow times, how to craft successful marketing and advertising campaigns to get clients in the door, and the latest surefire ways for using social networking to reach clients are just some of the provided tips that help get a studio noticed. Far more than a business book, it also includes suggestions on creating images that appeal to this age group, posing basics for seated and standing portraits, and hints for how to handle perceived flaws using corrective posing and lighting techniques that make every subject look his or her very best. The postcapture aspects of the business are then addressed, covering product selection, workflow, proofing, ordering, and techniques for turning teens and seniors into repeat clients. This updated edition features all-new images and captions, updated information on technical tools, and plenty of new ideas for maximizing the excitement level during a clients' portrait session.

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