

PICK YOUR *perfect* PHOTOGRAPHER

Prep Work:

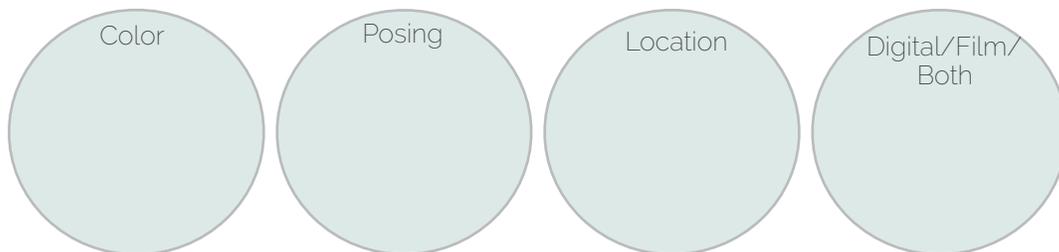
What type of session do I want?

Think about who is being photographed (newborn, maternity, engagement, wedding, family, headshot, portrait, pet) and what you would like out of your session such as length of time and any special services (hair/makeup/wardrobe etc.)

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What is my style?

Think about color schemes (bright and bold, light and airy, neutral, black and white), posing (traditional poses, lifestyle, candid), location (in studio, on location - specify where!), digital vs. film?



What do I want to do with my images?

Are you giving 8x10 prints as gifts? Do you want a gallery wall? Canvases or framed prints? Are you going to use the images online? On a card? In an heirloom album?

What's my budget?
Write your magic number

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The First Steps:
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THE directions

THE list

STEP 1

Talk with your friends - write down any names they give you on the list.

Go to Google. Be specific with location and type of photographer ie "Newborn Photographer Santa Monica CA" or "Wedding photographer Seattle"
write you top 5 favorites on the list.

Check instagram - use those hashtags! Add anyone who's style you love to the list

Check on PPA's Find A Photographer list
Add your 3-5 favorites to the list.

Look at the Knot/The Nest/The Bump. Add any additional names to the list.

STEP 2

Starting at the top of your list, go back and look at each photographers blog and website. Think about the following items and if they don't meet the criteria, cross them off the list.

Do they offer the type of session I'm looking for?

Do they have a style that matches mine?

Do they shoot in my preferred location?

Do they have the types of products I want?

Do they fit in my budget?

STEP 3

Get in touch! Shoot them an email or give them a call. Find out if they are available on your preferred date, and if they fit in your budget. Repeat these steps if no one is available on your date.

A large grey rectangular area containing 15 horizontal lines for writing a list of photographer names.