

# 9 Point Checklist

## Family Portrait Of 3 Generations (Or More)

### Choose Photographer

*Tick each box if you can answer YES to the following questions. This will assist you in choosing the perfect photographer for your needs. It's important to have every box ticked to ensure that you will be thrilled...*

#### **Does the photographer you are considering...**

- offer a money back guarantee?
- have experience and skills in photographing large family groups?
- have a port folio of large family groups that he/she has personally taken him/herself?
- have a photography style that you like?
- make you feel comfortable and relaxed?
- arranges a seperate day for the design consultation or planning session?
- photographs on location in a place suited to your needs?

#### **Other things to consider...**

- Do they have an eye for detail?
- Are they artistic?
- Do they offer a quality service and experience?
- Do they offer a print service?

### Sign Photography Agreement

### Set Date For Planning Session

### Set Date For Portrait Session

### Set Date For Portrait Presentation

### Meet For Planning Session

- Discuss how you intend to display your portraits
- Discuss style of your portraits
- Select location for the portrait session
- Choose/coordinate clothing

### Portrait Session

### Presentation Session

### Collect Portraits

## How To Choose The Best Photographer So You Will Be Thrilled With Your Portraits.

Your family is very important to you and organising everyone to have a family portrait is no mean feat especially when you are trying to organise several generations (you, your children and your grandchildren). There are so many different personalities and ages to coordinate.

This can't be done on your own and a photographer who values the importance of your family just as much as you do is who you need to help you achieve the portraits of your dreams.

Before making a decision on who will photograph your family, it is important to meet each photographer you are considering, face-to-face. By doing this, you will instantly know if you feel comfortable with him/her. You will be under no obligation to use that photographer if they don't fit your requirements but make sure you meet them first.

This is what to look for in a photographer...

### **Do They Offer A 100% Money Back Guarantee?**

By choosing a photographer who offers a 100% money back guarantee, instantly tells you they understand how important your family is to you. Offering a 100% money back guarantee says they will do whatever it takes to make sure you are absolutely thrilled with your portraits.

### **Do They Have Experience & Skills To Photograph A Large Family Portrait?**

You also want to feel confident that your photographer will exceed your expectations so you want to see that they have the experience and skills required to achieve this. When you meet the photographer, you should be reassured that they can work comfortably and confidently with young children, babies, teenagers and adults (collectively) and work quickly setting up poses while making it a fun and great time for everyone involved.

### **Do They Have A Folio Of Large Family Portraits To Show You?**

It takes a special kind of photographer to photograph big families well and the right photographer will have a portfolio of their own work to show you. Before you commit to a booking, make sure you view their portfolio and confirm that **they** took the photographs they are showing you (because sometimes portrait studios have multiple photographers and another photographer could have taken the photographs they are showing you). If they can't show you any samples of large family groups, they obviously don't specialise in this field and may not be able to deliver the quality portraits you are hoping for.

### **Do They Offer A Planning Session?**

If everything is looking promising so far, then you need to make sure the photographer offers a planning session (at least two weeks before your portrait session) to plan and coordinate all aspects of your portrait session. This will separate a good photographer from a bad one because this planning session allows the photographer to completely understand **you** on a personal level. They are genuinely interested in you and what your family is about and will portray that in your photographs. This is so valuable because it shows they care about you and committed to creating something special. A photographer who doesn't offer a planning session will only be guessing what you want and will do what they do with every other family - create an average portrait.

### **Do They Photograph On Location?**

Choosing a photographer who photographs on location will make your portraits more meaningful to you. It not only means that you can choose a location that has personal significance but your whole family will enjoy your time there because they are in familiar surroundings. This could be your own home, a park you frequent or even the beach. You should expect the photographer to travel to a location that you would love to have your portraits taken otherwise you may want to consider another photographer **unless** he/she has good reason to not use that location. If you have chosen a location the photographer has not been to, they will check that location out soon after the planning session to make sure it is suitable for family portraits. If it has too many distractions or it doesn't fit the style of portraits you hope to hang on the wall, the photographer may suggest other locations that are more suitable. The most important thing here, is that the photographer **will** photograph on location in a place that you and your family will love and enjoy.

### **Do They Print, Frame and Hang Your Portraits?**

Your priority in having your family portrait is to have beautiful portraits of your family hanging proudly in your home. It is a preservation of **your** history and it is important that the finished work looks amazing. Your photographer should print, frame and hang the portraits for you because they know exactly what to do. They will use quality, professional services so the colour, clarity and finish of your work will look amazing (and you won't get a finish like this if you were to print the photographs yourself).

One thing to consider... You have to look at these portraits for the rest of your life so you want them to be preserved for decades and enjoyed for generations. If you are given a USB with photos, the chances of you getting around to printing them are slim or if you do get around to printing, framing and hanging them yourself, the quality will not be as good as if your photographer printed them for you. You will be so thrilled you did.

If the photographer you are considering ticks all the right boxes, you will have found the perfect photographer to capture your dream portraits.

### **What Is A 'Photography Agreement'?**

You have chosen a photographer that you are excited about. You feel comfortable with him/her, they offer a guarantee, you love the work they have shown you, they are skilled in photographing large families, they will help you prepare for your portrait session and photograph at a location you love...Now to get the formalities out of the way.

Each photographer has a different system upon booking a portrait session but one thing they have in common is the 'photography agreement'. This is an important document because it clarifies everything you have discussed with your photographer and agreed upon, with no misunderstandings.

Always read the fine print of a photography agreement and if you are unsure about anything or need further clarification, always ask before signing.

### **Why Is A Planning Session (Or Design Consultation) So Important?**

You are so excited, your photographer is sorted and your portrait session date is booked.

Now you have to get the family organised and you find that takes more effort than you thought...in fact, it is quite challenging!

This is where your photographer becomes your best friend. They will take you by the hand and guide you through every step in creating the most beautiful portraits you will ever have, and the planning session is where it all begins.

When you confirmed your booking, your photographer only had a small understanding of who you are and it is very important they get to know you on a more personal level.

They want to know who you are and what your family is all about. By meeting you in your home, at least two weeks before your portrait session, they will gain a great understanding of you and what you want to achieve.

It is best to arrange the planning session at least two weeks before the portraits session because this allows you plenty of time to get things organised without leaving it to the last minute, giving you plenty of time to prepare.

If possible, involve as many family members as you can in the planning session because the more involved they are, the more comfortable they will feel about having their photographs taken and the happier they will be with the results.

By coming to your home, your photographer will see how you intend to display your portraits. They will look at the colours of your home, how the room is decorated and they may offer you suggestions. From

there, the style of your portrait is discussed, a location is chosen and clothes are coordinated, blending all elements together to create a unified portrait that will hang beautifully in your home.

What you all wear in the portrait is so important. ***I can't stress that enough!*** If your family members can't be at the planning session, then the photographer will start by assisting you and your husband with what to wear and asks that the rest of the family coordinates to you. A good photographer will give you tips to pass onto the family so they can work out their outfits. It's important to coordinate with each other while still keeping your own individual styles - this can be tricky so the photographer should be the main go-to person and may ask each family group (within your family) to take a photo of what they plan to wear so the photographer can oversee the outfits and make adjustments accordingly (if required). This is generally done via text or email. By having everyone happily involved, they will also understand how important this is to you and will feel important themselves.

## **Everything You Have Been Planning For Is Now Here - Your Portrait Session.**

The day has finally arrived! All the planning and preparation you have put into creating your once-in-a-life-time portrait all comes together.

The day of your portrait session should be enjoyable because everything will have been planned before this day. The night before, you ironed your clothes, painted your nails and prepared an esky with drinks for the adults and snacks for the children. Now you're ready for a fun time with the most special people in your life...your family.

You arrive at the location for your portrait session to a warm friendly smile from your photographer and it feels like a celebration as the rest of your family arrives. Your chest expands as the love in your heart grows in this moment. You are loving every minute as the photographer brings you all together for your first photograph.

How proud are you? Everyone looks great. You are all laughing and enjoying each other. The sniggers and jokes being said about being so physically close to each other are hilarious! The photographer captures a wonderful moment. Everyone relaxes, the grandchildren are running around and the photographer continues to capture another beautiful moment of your family. The enjoyment continues on...

It really is a celebration...a celebration of what you have created and this day is your reward. This is what you live for - your happy family.

## **You Are So Excited And Can't Wait To See The Photographs!**

You were so happy with the way your portrait session came together and how much fun everyone had. Everyone is still talking about it! Now, you are so excited in seeing how your portraits turned out.

About four weeks later, your portraits are ready for viewing, you meet with the photographer and the presentation blows you away.

Your portraits are more than you ever dreamed they could be.

Your whole family has been captured perfectly in one single portrait and you are thrilled to bits. Then there are other combinations and portraits that you weren't even aware the photographer captured. There was one of the grandchildren running up the hill and it is breathtaking; your own children are laughing at something one of them said - the expressions on their faces are simply priceless. You have a beautiful portrait of you and your husband that your children and grandchildren will cherish forever. How are you going to ever choose what to print?

Your photographer is the best person to assist you in choosing your portraits. Based on your initial planning session and the portraits that have been created, he/she will help you make the right decisions in where and how to display your portraits. You may choose a beautifully framed wall portrait, a timeless album that tells the story of your family in the most incredible and personal way and a few smaller ones to form a cluster in the entrance of your home. The photographers eye for details assists you in choosing a collection that is perfect for you.

## **You Have The Portraits Of Your Dream.**

The day has come, your portraits have been delivered and the photographs have been hung on your wall. You are speechless and you can't take your eyes off your portraits. They look perfect. They blend with your home and tells the perfect story of your family.

The album is placed on your coffee table for everyone to see. It takes pride of place for everyone to enjoy...and that they do.

You feel so many emotions all at once - you are so thrilled with how they look, you feel so proud of your beautiful family and you are so grateful that you decided to invest in one of the most special gifts you could ever give yourself...a family portrait that you will all treasure forever.

## **Something For You...**

You **are** special.

You're a proud mother and your family is your best achievement. You live for your children and now that they have grown up and made their own way in life, having them popping over or you going to their place for a cuppa are the highlights of any day.

For the times you're apart, you wish you had a beautiful portrait of **your** family that you could proudly hang on your wall. You want something special, something more than you could ever take on your own camera (or phone).

After all the years, you deserve it! You can create that dream and **we** can do it together.

By calling me today, just to have a chat about your family and what you would love to have, I will give you a **\$100 Voucher to go toward your portrait order.**

If you can't call me today then call me tomorrow on 0408 885 571 because this is something you have been thinking about for a while and the offer is only available if you call me within 3 days of receiving the '9 Point Checklist'.

By chatting on the phone there is no obligation and you can have all of your questions answered. I can give you some great ideas on how your family can be photographed as well as a good indication on how much you can plan on investing in your portraits. If you're excited with what we discuss, then we can arrange a time to meet and then you can decide from there if I am the photographer for you.

If you find you love everything about me and ask me to take your hand to guide you through one of the most important experiences of your life, then you will save \$100 or you can walk away with some great ideas...either way you will benefit.

You have done so much for your family over the years (and still do). Now it is time that you are rewarded for your endless love.

**Call Today: 0408 885 571**

Warmest Wishes,

Tania Gaylor

**Adelaide's Family Portrait Photographer**

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**"Thanks For Making The Whole Experience A Happy And Fun Time For All"**

*"When the family gave us the gift of a family portrait by Tania Gaylor we thought, what a good idea! As a new grandchild was on its way we contacted Tania who was quite happy to postpone the day until our little one was six months old. This was the beginning of a wonderful photographic experience with a highly professional, creative and friendly person who quickly made us all relax and enjoy the day. We were kept well informed of every step, from first contact (to arrange where the photography would take place), until we received our family portrait to hang on our wall. The portraits and album are absolutely stunning of superb quality and a joy to share with family and friends. Many thanks Tania for making the whole experience a happy and fun time for all."*

**Jenny Riggall, Hope Valley**

**"The Most Unbelievable Portraits"**

*"Dear Tania, we received our album and photos safely. Thank-you most sincerely they are surely the most unbelievable portraits. The more times you look through the album the wonderful composure of all is a reflection of your magic eye for detail. A treasure of memories we will have forever, we are so very lucky to have such a special family. With love Bob & Nola"*

**Bob & Nola Napier, Dunkeld (Vic)**



## Who is Tania Gaylor?

Tania Gaylor is a fine art family portrait photographer specialising in young family portraits, families with adult children and large family groups of 3 generations or more. Her experience and knowledge as a portrait photographer exceeds more than twenty five years and understands how a beautifully crafted family portrait will mean to you.

Your family is important and you feel so proud of what you have achieved that Tania's purpose behind her photography is to allow you valuable, quality time together with your family, to share your true feelings openly - laughing, hugging, enjoying each other.

By capturing these all-important photographs is something that you will do together. She will take you by the hand and customises your planning session and a one-of-a-kind portrait session. Her artistic vision is totally inspired by you, your dreams, hopes and imagination.

She encourages location photography and is a master of nature light. By taking your family portraits in a beautiful, natural surrounding, everyone will feel relaxed and will have lots of fun as there is plenty of time dedicated to capturing the most breathtaking and meaningful portraits you will ever have.

Tania's skills in photography and digital artistry means your portraits are crafted into individual pieces of art and you'll be able to select your favourites from the best images captured.

Whether you choose stunning wall art, a small collection of beautiful portraits or timeless albums, Tania ensures that your images are finished to absolute perfection and will last a lifetime.

Her promise to you is that this will be an experience you'll never forget and one you can't get from any other photographer in Adelaide. You will also be so thrilled with your portraits and she will do whatever it takes to make sure you are thrilled **beyond expectation**. If you don't feel this way when you see your portraits (if you don't feel all fuzzy and warm), she will give you your money back - one hundred percent of it - returned with no hassles or hard feelings either.

Based in West Lakes, Tania loves photographing in all suburbs of Adelaide to photograph your family wherever you happen to be.

