

JULIE CHRISTIE
PHOTOGRAPHY

FAMILY SHOOTS

WITH A

DIFFERENCE



YOUR QUESTIONS ANSWERED

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JULIE
Photographer



FIONA
Studio
Manager



We are so delighted you are considering a photo shoot for your family and very much hope to work with you in the near future! We know that you will have done some research and that you will be looking for a photographer you can trust and who will capture your family beautifully.

Every photographer has a different approach to creating and presenting your images. One of the key benefits of our approach is that it is centred, quite simply, around you. This is why it is important that you read this e-book to get a true understanding of what we can do for you and your family.

So grab yourself a cuppa and have a read through. We hope it will answer all of your questions and we are looking forward to hearing from you!



Perhaps a satisfied client recommended us or perhaps you found us on the Internet. Either way I am sure you then had a look at our galleries. The fact that you got in touch means you liked what you saw and for that we are glad!

This must mean you are looking for something truly special rather than just ordinary. This says to us that you want natural images with true personality and family connection bursting right out of them. It also suggests you want to display your images in classy and contemporary ways that enhance your home and make your heart sing. If this sounds like you then we are so happy you found us. That is exactly what we do here!



Most people have a lot of questions, and rightly so. We know you will want to make as informed a decision as possible. So myself and my Studio Manager, Fiona, have taken the time to answer all the big questions we get asked right here in this e-book.

We hope you find it helpful.

We are going to start with the question we get asked most which is; (I bet you can guess) . . .



How much does a shoot cost?

We find that price is usually the first thing potential clients ask about. We believe in being completely upfront and transparent about costs. No nasty surprises! A family shoot costs **£100** midweek and **£150** for a weekend shoot. This covers your pre-shoot consultation, your photo shoot and your post-shoot viewing and ordering session.

This does not include any products. These are purchased separately and you can read more about this over the next few pages.

We are confident that you will love your photographs. However, should this not be the case, we will refund your session fee without question.

Are there any prints included with my session?

The session fee covers your pre-shoot consultation, your shoot and your viewing and ordering session. Your photographs are purchased separately.

I only want my digital images so I can print them myself – do you do this?

Although we prefer presenting your images as finished wall art or prints, we do also offer a digital package. This is a USB drive containing your print-ready images in both colour and black and white with printing rights for personal use.

Digital images are not available to purchase individually or in sets of ten. They are only available as a complete set. The digital package comes with a little gift from us too!





How much can I expect to spend on my Products?

It really depends on what you decide to do with your final images. Our clients spend anything from **£400** to **£2000** and beyond.

There is a detailed price and product guide at the end of this e-book so you can get a true understanding of the gorgeous displays you can get for your investment.

Why are you more expensive than many other Photographers?

This is a common question but in reality we are not more expensive - we are offering something completely different. But what does that mean? Let's focus on three things;

Unique to You - Do you want your images to reflect your family? Your family is different to every other family so of course your images should be too! This is why I love to shoot on location. Who wants 'school photo' images when we get these every year at school?! Let's go to the beach, the park, a field, granny's garden ... the options are endless. You are unique, let's capture this and create imagery you won't get anywhere else!

Passion for Presentation – Do you love photography? If so, you probably love to display it proudly and stylishly. Maybe you have an eye for this already, however, many of our clients come to us for help with this. We specialise in wall galleries of framed prints that will add personality and wow-factor to your home. We use only the very best suppliers and source luxury products not just from the UK but also from as far as the United States and Australia.

Commitment to Service - From your booking to your pre-shoot consultation, to your shoot, to your viewing and then to your product design and delivery, Fiona and I are there every step of the way communicating with you and making sure you are having the very best experience possible. We are committed to providing you with not only beautiful imagery and products but also the very highest standard of client service.



“This is the most precious investment we’ll ever make. We know that time passes so quickly and they grow up too fast. We will never regret having these taken but we would always regret not doing this. That is why our photo shoot with you is now an annual event and we will budget for it every year to make sure it happens!”

Donna Gray - July 2013 and 2014



What do you mean by a pre-shoot consultation?

Your pre-shoot consultation is a phone call between yourself and Fiona, my Studio Manager. This will be arranged for a convenient day and time so that you can chat for around 15-20 minutes. This can also happen over Skype or Facetime if you prefer.

During this chat we like to find out more about you and your family and what you really want from your shoot and your images. You can tell Fiona about any little 'quirks' the kids may have and she can help you decide where you would like your photographs taken and what you are all going to wear. You will be so excited about your shoot after this chat and you will also know exactly what to expect!



Do you only work outdoors on location?

Most of our clients come to us for outdoor images. However, I do also take photographs indoors, especially with young babies. If you are looking for some indoor shots I will happily come to your home where we can take some more posed images and then move on to an outdoor location for a completely different look. Many of our clients like to start at their home. If this is something that interests you it can be discussed during your pre-shoot consultation.



Do you do newborn posing photography?

Newborn posing photography (baby asleep in various positions - often with props) is a very specialist genre. Although I appreciate this kind of photography, it is not the way I like to photograph newborns. My approach is much more natural. I like to capture those little moments and details like those above. If this is more your thing then great! If not we will be delighted to recommend some **AMAZING** newborn posing specialists.

What happens if the weather is bad?

It would be perfect if we could order the weather! If you are happy with indoor images – we can just do the whole shoot indoors from your home. There is plenty we can do there.

You may have your heart set on outdoor images and that is often the case. As long as it is dry we can go out. If it is cold - we bundle up! However, heavy rain, high winds, thick fog all put a stop to an outdoor shoot unfortunately.

We will keep an eye on the weather forecast before our shoot. If it is looking very bad we will be in touch with you first thing in the morning to discuss other options. This may be changing the time of the shoot or rescheduling for another suitable day.





Where will we go for our outdoor shoot?

During your pre-shoot consultation Fiona will discuss the ideal location for your shoot with you. This can be a country park, a beach, a field, woodlands or somewhere else that is special to you and your family. I have favourite locations for different seasons of the year. The weather may force us to change our location choice on the day. E.g. a beach shoot may change to a more inland location on a very windy day (think of the hair ladies!)



What if I want to go somewhere further away for our outdoor images?

The majority of the shoots I do are in the Dundee and Angus area, where there are many great locations that I love to use. However, if you have your heart set on a location further afield then we would be more than happy to discuss this with you.

We don't live locally – will you travel to us for our photo shoot?

If you live far away we usually ask that you travel to us. However, if this is not possible we are open to discussing options with you. All you need to do is ask!

What if my children misbehave and carry on during the shoot?

I fully expect them to! I love a bit of mischief during a shoot and often get some good shots whilst this is going on. Please don't worry about it. Believe me when I say; I know what it is like! I have two young children of my own who regularly embarrass me by fighting with each other or having mini meltdowns in public. It always amazes me how well they behave for others. But that is usually the case isn't it? So let me deal with as much as possible and you will probably find that they will pay more attention. As a parent I know it can be hard to bite your tongue and step back in these situations but it is harder to capture great images when parents are angry and children are upset. So let me take the pressure off you – I have a few tricks up my sleeve by now!





Do you fix things like acne on teenagers or dry skin on babies?

Absolutely! Editing each selected image is all part of the service so there is no need to worry about getting a spot on the day!

How many images will you show?

I aim to select the best 30-40 images from our shoot together. These are finished in Photoshop before your viewing.



I only want one photograph taken. Can you do this?

I take lots of photographs of everyone individually, in different combinations and in lots of different ways. Often the best shots are taken in the last half hour of the shoot when everyone is relaxed and having fun. The result is a 'story' and a true representation of your family. Taking one photograph just wouldn't give you the best of my work.

Why can't I see all of the images from our shoot?

Put simply, you wouldn't want to! For every great shot there will be plenty of blinks, grimaces and strange facial expressions. We only want to show you the best and ask that you trust us to select these.



'I have every body hang-up imaginable and I felt so anxious about being in front of the camera. However, I did want a photograph of my little girl and me together. I totally forgot all of my issues during the shoot. You made us feel so relaxed. That loving moment you captured of us looking into each others eyes is now frozen in time. Thank you!'

Cheryl Parker - June 2014

I don't like getting my photograph taken. Can you just take photographs of the kids?

Of course this is no problem! We love to get parents involved but this doesn't always happen.

Do think carefully about it though. Perhaps you feel you are not photogenic or that photographs draw attention to your insecurities. However, remember your kids don't care about *any* of these things and without exaggerating, images with their parents will be one of the most important things they have in the future. I bet you wish you had more with your own parents...



How long after our shoot will the images be ready?

We know you will be excited to see your images which is why we aim for a quick turnaround. Your images will be ready for you to view within 7-10 days.

How do we see our images when they are finished?

We love showing your images to you! Fiona or I will arrange a convenient day and time for you to come and view your images. We use a projector and a large screen so you can see your images clearly and compare them all. This usually takes around 1-1.5 hours. We do viewings from my home in Carnoustie where you can relax, have a cuppa or a glass of wine and enjoy the experience!



Why can't you just put the images online for me to look at in my own time?

Put simply, we wouldn't be giving you the best possible service if we did this. We pride ourselves on helping you make the best choices possible. It's all part of what we do. Our clients are delighted by the stories we can create with images and we are often told that they would not have been able to visualise these without the viewing.

Not only will we show you wall art samples but we will also guide you through the selection process and help you decide on the best way to display your gorgeous photographs. We have software that can show you what your images will look like on the wall and in different frames. It is a great experience and there are often tears! Rest assured that there is no hard sell during this viewing and ordering session. We are not salespeople. We only want you to purchase what you *want* and what you can *afford*.

“Seeing our images for the first time was a very moving experience. We really enjoyed the whole viewing process. Being able to preview the images on the big screen and even see how they could be arranged and framed made the task of choosing incredibly relaxed and effortless.”

Taslin Pollock - June 2014



This is a big investment for me. Can I pay in instalments?

If you spend £800 or more with us you can opt to pay in instalments. The investment can be spread over three months. After your third and final payment your stunning products are ordered and delivered to you.

Do I need to know what I want to do with my images before the viewing?

Not at all! That is what we are there for – to help you with this. We will talk about your home, your budget and your favourite images then we will help you decide on something that is perfect for you.

If you do have an idea of what you would like to do with them - fantastic! Be sure to share this with us so I can shoot your session with this in mind.





How will I decide what we are going to wear for our shoot?

Fiona and I there to help with this. We will have a good discussion about outfits during your pre-shoot consultation and can even point you in the direction of some inspiration. It is very important that what you all wear reflects who you actually are. This is why the pre-shoot consultation is very important for us all. If you are outdoor folk who love nothing more than to be in the countryside in your wellies and jeans then why not be photographed just like that? Or maybe you love style and colour? In that case – you will relish the planning stage of the shoot and we will enjoy helping you with it!



Can I share the cost and invite extended family along?

Of course! Lots of our clients arrange a shoot along with their parents and/or siblings, nieces and nephews. We take individual and group shots and arrange to show you all of the images at the same time.



Early evening shoot

We can only be available for a shoot on a weekend but you only seem to have weekday availability?

Weekend slots are snapped up very quickly and quite far in advance meaning many families opt for weekday slots.

We encourage you to think of your shoot like any other weekday appointment and arrange a few hours off work and/or school. After all, it's a special occasion!

During the Summer months an after school shoot (6.30pm - 8.00pm) is possible due to the lighter nights. The light can be truly gorgeous at this time and these are often my favourite shoots!

During the rest of the year shoots must take place earlier in the day to maximise available light.



How do I book?

If you have decided to go ahead and book your family shoot - great! All you need to do is contact us and we will do the rest. All of our contact details are on the last page of this eBook and we are happy to hear from you by phone, email, social media or via the website.

Don't put it off. Get in touch and let's start planning your shoot. We are looking forward to working with you!

A Little Bit About Us!

We really love getting to know our clients. By the time we deliver their products we really feel that we are friends. So it is only fair that since we like to find out as much as possible about you and your loved ones that we share a little of ourselves with you first!

Fiona and I have been friends since school. We couldn't be more different and this is probably why we work so well as a team;

I am a self-confessed scatterbrain and rely on technology (and Fiona) to keep me organised whilst Fiona wrote the book on organisational brilliance. She is annoying like that . . .

Fiona loves to keep fit and can regularly be seen at the gym at ridiculous o'clock. My exercise regime is non-existent. Although I photograph toddlers (that is a work-out you know!)

I am an obsessive reader of motivational blogs and business books whilst Fiona would rather settle down with a good bit of fiction.

I am not a 'morning person' and I'd rather not meet 'morning people' until the afternoon. Fiona is a 'morning person'. Makes for interesting mornings at JCP!

However, there may be a few similarities here and there;

We both love good coffee, eating out, laughing with friends and watching our children playing together.

We both adore quality time with our children but we are not ashamed to admit that we love our rare moments without them too!

There may be a shared fondness for prosecco . . .

We have shared a few sore heads in our time (courtesy of said prosecco).

We have a shared understanding of what truly great client service really is and we go out of our way to ensure that is exactly what we provide here at JCP.

Why not give us a call or drop us an email and let's get started planning your family photography experience. We are very much looking forward to hearing from you!



Julie



Franca



Products and Pricing

We are sure you want to understand exactly what you can create for your investment. In the pages following we have outlined our products and their costs along with some images to help you visualise them in your home.

Should you have something particular in mind and it is not here. Please don't hesitate to ask.

Loose Prints and Digital Images

Prints (any size up to 10" x 8")

£35*

* When making a print-only purchase there is a minimum order of ten (£350)

Wallet Prints (pack of ten 4" x 3")

£50*

* Same image (perfect for sending to family)

USB of all of your edited digital images

£800*

* Images in colour and b&w with printing rights



Gallery Framed Prints

For timeless elegance, nothing compares to a gallery mounted and framed print. We have stunning samples here for you to look at during your viewing. These are available in the sizes below and surrounded by your choice of moulding. These can also be box frames or canvas wraps if you prefer a more contemporary look.



Small

16" x 12" (glass size)

£275



Medium

20" x 16" (glass size)

£400



Large

30" x 20" (glass size)

£650

Gallery Framed Multi-Prints



Medium
30" x 11" (glass size)
£500



Large
24" x 24" (glass size)
£750

Wall Galleries - The Quad

Our speciality! By grouping your art together you can create a unique focal point in your home and make a real statement. Our clients love these. You can also save 20% on a la carte prices when purchasing wall galleries making them great value for your investment!



4 Small Gallery Framed Prints
16" x 12" each (glass size)
£900 (saving £200)

Wall Galleries - The Showcase



8 Small Gallery Framed Prints
four 16" x 12" (glass size)
four 12" x 10" (glass size)
£1500 (saving £400!)



Portrait Collections

Classic Collection

Medium Framed Print (20" x 16")
Ten Prints
Ten Wallet Prints

£650
(saving £150!)

Deluxe Collection

The Quad Wall Gallery OR Large Framed Multi-Print
USB (all of your edited digital images)
Mobile/Tablet Image App

£1300
(saving up to £400!)

Ultimate Collection

The Showcase Wall Gallery
Ten Prints (up to 10" x 8")
Ten Wallet Prints
Handbag Brag Book
USB (all of your edited digital images)
Mobile/Tablet Image App

£2200
(saving £600!)



Angus, Scotland

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