



S.E.A. VIEWS & NEWS: November 2007



With all those Christmas parties on the horizon, we thought it would be helpful to share some tips on taking good party pictures. This issue also includes our usual features: studio news, a fab new competition and special offer ideas.

TAKE IT EASY

Party poses

Looking good in a photo

When someone points a camera at you, it's good to know how to stand for the most slimming and flattering angle. Don't stand square on. Instead, turn your body side on while keeping your face to the camera. This is a much more flattering angle. To avoid the dreaded 'chins' effect, don't look down. Instead, hold your head high or look straight into the lens. Depending on how glamorous and showy you want to look, you can keep your hands loose at your side or put one hand on your hip, drop your hip slightly and stand one foot in front of the other. Invest in a gossip magazine and study the red carpet poses for other ideas of what poses work well (and what to avoid)!

Tabletop tripod

You may wish to use the 'delay timer' feature to include yourself in your pictures. In this case, we recommend you practice in advance so you're sure of the process and timing. You'll then avoid rushing and those strained fake smiles! Why not get yourself a Hama Bottle Pod – it's a tripod for your digital camera that you fit to the top of a wine bottle for stability and height. The cheapest we found is only £3.99 at www.reallydigital.com – it's a really handy little gadget!

Red eye

If your subject does not wear contact lenses, using direct flash will result in red eye. This can easily be corrected in PhotoShop – ask us how and we'll talk you through it.

Continued...

STUDIO NEWS

Highlights of what's on

To avoid the Christmas rush, our Open Evening originally scheduled for 29 November has been postponed until Thursday 24 January 2008 – why not get next year's diary and write it down NOW!

We've been booked to cover various events during Croydon Enterprise Week between 12 and 18 November. They'll use the photos for future publicity and possible local press. Look out for us if you are out and about attending any of their events, and give us a big smile!

It seems people really like our new children's portrait service, and bookings are already coming in. If you want guaranteed delivery of your prints before Christmas, you'll need to book your sitting before 8 December 2007. Remember, our prices are a whole lot more affordable than some of the other services out there! For prices, examples and ideas, please see www.seaphotography.com/kids and then contact Charlotte on 020 8916 2399 to book your children's portraits.

COMPETITION

Your chance to win a Christmas tree!

Simply complete this sentence in less than 20 words and email your answer to charlotte@seaphotography.com:

"I like S.E.A. Photography because ..."

The wittiest entry in the opinion of the judges (that's us) will win a Christmas tree sapling to plant in their garden and enjoy year after year. Entries must be received by 30 November 2007.

Work Smarter!



CASE STUDY

Sell, sell sell

Why not make your corporate stationery work harder for you by including a photo?

For example, DocuSoft wanted consistent imagery-with-a-message, so the photo story we set up for them was printed on the back of their business cards as well as in all their marketing communications.

(Look closely – you might recognise the model... and the location!)

Continued...

Outstanding > Achievements™

Peter Gerlach
International Coach, Trainer, Speaker, Author

PO Box 24 24, Whyteleafe, Surrey,
CR3 0GN, United Kingdom

Tel: **+44 (0)20 8668 2000**
Mob: +44 (0)7900 187 487
Fax: +44 (0)20 8660 4748

peter@outstandingachievements.com
www.outstandingachievements.com



Meanwhile, business coach Peter Gerlach personalised his cards with a photo.

If YOU are in a business where you sell 'yourself' rather than a brand name, a photo can be an important way to be remembered. Our corporate portraits don't cost much starting from only £69+VAT. They don't take long either – about the same time as a coffee break!

Please contact Charlotte on 020 8916 2399 to arrange your 'coffee break portrait'.

OVER TO YOU

What some of our satisfied customers say

"For many years Simon Emery has provided me with a comprehensive and professional photographic service. He has worked on a range of projects including food photography at two restaurants, numerous studio product shoots and on-location for both commercial and industrial clients. He is particularly versatile, and is able to turn his attention to all types of photographic challenges. He constantly makes valid suggestions on shot composition and creativity, so I achieve the best shots possible! Simon carries the latest photographic and lighting equipment and with technology rapidly changing, it is very reassuring. One of the main benefits of his service is being able to see test shots on a laptop before the final snap and all photos taken are supplied on CDs with proofs."

Tony Avery, Avery Marketing Services & Marketing Director, Columbian Press

OFFER OF THE MONTH

F.R.E.E. children's portrait sitting worth £35

The next person to book a children's portrait to be taken before the end of November gets the sitting completely F.R.E.E! You only pay for any prints, frames or albums you buy.

Contact Charlotte on 020 8916 2399 quoting 'November newsletter invite' to claim your F.R.E.E. sitting – better be quick!

--

S.E.A. Photography Team

Tel: 020 8916 2399

Mob: 07889 894276

www.seaphotography.com

We don't want to hassle you with unwanted emails. So please reply to this message if you'd like to unsubscribe from our mailing list.