



S.E.A. VIEWS & NEWS: Sep/Oct 2008



Paraphrasing Victor Meldrew: "We don't believe it!" Autumn's already here and we didn't even notice Summer. That's not just because the UK weather has been (mostly) cold and rainy. It's also because we've been so busy working working in our TWO (count them!) South Croydon studios and on location around the area. In this issue, we focus (geddit?) on tips to help you beat the dreaded 'credit crunch'.

TAKE IT EASY

Money-saving photography

Be selective

With digital photography, it's tempting to keep snapping away so you end up with 1,000s of images. Don't take them ALL to Boots (or other High Street service) to print – it'll cost you a fortune! Instead, delete any images you're never going to use and just print the edited highlights. As with all editing, the secret is what you leave out, not what you include.

All-in-one

If you're planning some corporate photography, it saves time and money to book us to do all your shots at one time. For example, pictures of you, your products and your premises can be taken with one visit rather than three separate appointments. Or we can come to you to photograph all your staff rather than sending them to us for separate sittings.

Practice good house-keeping

With digital, there are no negatives to go back to if your prints get damaged. Remember what images you've downloaded from your camera card to your PC, and delete them from one or the other (but not both!). We back-up digital images from the PC to an external hard drive and also to CD for safe-keeping. N.B. We can scan your prints to save storage space (it loses quality but it can be done).

Continued...

STUDIO NEWS

Hooked on panto

Panto time is looming again. "Oh no it isn't!" we hear you cry. "Oh yes it is!" we shout happily in reply. How can we be so sure? Because Simon has just photographed Brian Blessed who will be starring in Peter Pan at the Fairfield Halls this year. Voted the best Captain Hook of all time, the big, loud, hairy superstar is sure to steal the show!



CASE STUDY

What the people say

After years of photographing clients for Jackie Barrie of Comms Plus, she finally asked us to take pictures of herself. She wanted three versions: one for her own website, one for her other web profiles, and one 'agony aunt' image. Here's what some of her clients told her about her new photo.



"Your picture stood out from the rest - it seemed so positive, clear and grounded. When I saw your website, I realised how accurately your portrait matches your services! I thought you might like to hear about the impression I received from your portrait. I've a feeling that it's absolutely intentional and part of your communications wisdom: nonetheless, it might be good to hear from a stranger that it's doing the trick."

"The pictures are nice; the strong red leaps out as if to say 'look at me'... the authority somehow softened because you are sitting. You look efficient and business-like, yet by being sat on the floor with bare feet you are also creating the impression of being relaxed and approachable (which of course we know you are!)."

BEATING THE CREDIT CRUNCH!

When times get tough, the tough get new photos taken!

Are you as sick of hearing about the credit crunch as we are? We're aware that times are tight, but that means it's important to do MORE marketing rather than less. Our prices are the same as they were last year. We haven't even increased them in line with inflation. So our value for money is better than ever! And adding photography into your marketing budget is more affordable than you think. Ask us for a quote – you'll be pleasantly surprised!

Continued...

OFFER OF THE MONTH

Save £££s off printer inks

Computer prices are going down. Printer prices are going down. But have you realised that the cost of ink cartridges and other consumables can quickly add up to more than the printer price? Ounce for ounce, some inks cost more than gold! To help our readers save money, we've negotiated a special deal, just for you.

To get an additional **7.5% off** printer ink, please visit www.fotofinishers.co.uk and enter seaink (all lower case) in the coupon box on the right hand side of the home page.

--

S.E.A. Photography Team

020 8916 2399 (corporate photography)

020 8681 7070 (family photography)

Mob: 07889 894276

www.seaphotography.com

We only send our e-newsletter to people who really really want it. Please reply to this message if you'd like to unsubscribe from our mailing list.