

WASHINGTON PHOTOGRAPHER

Vol. 84 Issue 2 • Spring 2020



President's Message

Greetings Everyone,

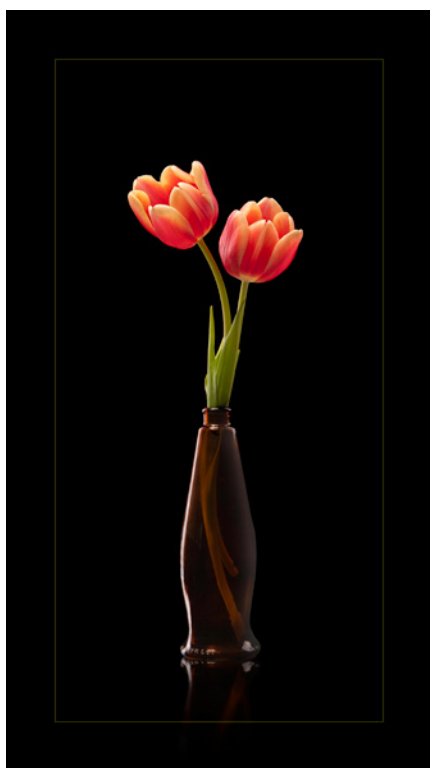
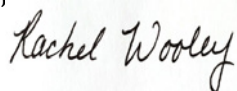
Am I the only one who feels like time has been going by so fast yet it is all in slow motion? We are only a few months into this year and it has been full of challenges and unknowns but one thing I know for certain is that PPW is going strong.

We have all had to adapt to a lot of changes recently and our Board has proven that we are resilient and ready to find solutions to the issues we are faced with. I am honored to serve as PPW President and consider it a privilege to work with you. Many of us worked hard behind the scenes to make our Image Competition, President's Award Banquet as well as our Board meetings and General Membership meeting all virtual and available to you. Many of our District Reps are planning virtual meetings which may be available statewide and we also have some exciting marketing plans that are being developed.

We have a lot to do but I have no doubt that this group can do it. But we need your help. We are a volunteer-based organization. If you are interested in volunteering in any way please reach out as it is your involvement that keeps our organization thriving.

Stay safe, be kind, and don't hoard the toilet paper.

Sincerely,



Images of Merit: *Room for Two*,
by Rachel Wooley

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Apologies in Advance

Please forgive me for misspelling anyone's name, or omitting anyone that should have been named herein, or any other transgression in the magazine. I'll do better next time I promise. Thanks for your understanding.

Please send me any and all ideas for improvement. Thanks!

On the Cover: *The Traveller*, by JR McCurdie.

Editor's Notes

by Mark Gardner

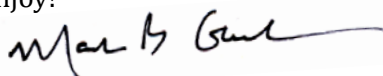
This issue of the Washington Photographer covers a lot of firsts. It's the first time the theme for an issue has been getting our businesses back on track after a viral pandemic. It's the first time we covered a virtual Image Competitions and Awards Banquet, also because of the viral pandemic. And I guess that means it's the first time we've endured a viral pandemic.

But, at least for me, the biggest first is that this is my first issue as editor. Learning InDesign was enough of a problem, but putting the content together in a very fluid environment was the biggest challenge. Consequently, this issue is a bit late. However, once we scheduled the virtual Image Competition and Awards Banquet, I waited so those could be included in this issue rather than waiting until the Summer issue.

Thanks to all the contributors to this issue. There's plenty of useful content that can be helpful in your business and craft.

Thanks to Mark Turner for his editorship of this magazine for so long. Publishing such a high quality magazine is truly an amazing feat for a small professional association to pull off. But that's who we are! We're a community of dedicated and innovative professionals who can pivot to virtual Image Competitions and Award Banquets - and do it extremely well. After seeing what it took to pull off those two virtual events, getting this magazine out seemed easy. I look forward to the next one.

Enjoy!



PPW is a State Affiliate of
Professional Photographers of America
An International Association

PPA Councilors

Professional Photographers of America members govern the association through representatives in the PPA Council. Washington has four elected Councilors, all of whom are also PPW members, although that is not required. PPW is a state affiliate of PPA.

PPA Council members represent the PPA members in his or her respective state. A Councilor's duties include attending state and local association meetings, encouraging membership in PPA, and maintaining constant connection between PPA members and PPA headquarters. Washington's Councilors are:

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Executive Manager's Message

Wow! What's there to say, but aren't we in a crazy, weird time? Never thought a pandemic would shut down the world in this manner. Nevertheless, everyone will survive this and so will PPW. We are stronger than ever, but we all need to pitch in to make 2020 a great new year of changes and adapting.

Being the Conference Chair last and this year has been a lot of prep and excitement. I've gotten to know more Spokane folks better and spent many hours on the phone making this the best conference ever. It's been 19 years since the Spring Conference was in Spokane and it was time to bring it back. But alas, this will have to wait until next year on March 27-29, 2021. Please mark it on our calendars. Same place and most likely same speakers and definitely the same theme "Roaring 20's"!

With Conference cancelled, we really wanted to do the Print Competition the only way we could - virtually. However, we quickly discovered that there were significant technical challenges. Thanks to Forrest Cooper, Chris Wooley, and others, we were able to overcome those obstacles. Our first ever Virtual Image Competition happened on April 18 and was a great success.

Keeping with tradition virtually, we also decided to have the President's Awards Banquet on April 25 during which we an-



nounced awards and trophies as if we were at Conference. So we all gussied up, enjoyed yummy libations and each other's company for the first (and hopefully only) Virtual Awards Banquet. Congratulations to all you received awards and thanks to all who made it possible.

I wish you all the best during this Covid-19 time period. Stay safe and stay quarantined for those loved ones. Take care and when I see you all again, hopefully hugs and hand shakes won't have gone out of style!

Remember PPW is your Professional Association!

A handwritten signature in black ink that reads "Faye Johnson". The script is cursive and fluid.

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vacant

The Need for Habits

Mary Ann Breshears, AFP

Aristotle is said to say: "We are what we repeatedly do."

Today, we know the true extent of those words.

According to research, up to 40% of our daily actions are powered by habits. The unconscious actions and routines we've developed over time.

Sadly too many people spend their days bouncing between tasks, managing the chaos that we call life.

While routine aims to make the chaos of everyday life more containable and controllable, it is the structure of routine that comforts us. Habits shape our lives far more than we want to realize. Habits are very strong. In fact, our brains cling to them at the exclusion of all else, this includes overriding our common sense. So it is important to have the correct routines and habits in place.

The reason why habits are so powerful is that they create neurological cravings: A certain behavior is rewarded by the release of "pleasure" chemicals in the brain. Habits work through the habit loop of:

1. Cue/trigger: A location, a time of day, certain people, an emotional state,

2. Routine: Watching TV, smoking a cigarette, eating chocolate, biting your nails,

3. Reward: The pleasure chemicals released in the brain because of the routine.

Because of the reward the habit loop is reinforced. The loop is a self-reinforcing mechanism that over time becomes automatic so the brain stops fully participating in decisions. Habits are encoded in the structures of our brain and save us a lot of effort because we don't have to relearn everything we do.

By establishing a positive daily routine is both a self-investment and a way to do your best for the rest of the world. Having no routine or structure is so much more draining mentally, physically, and emotionally than any routine could ever be!

So how do we actually create a habit that is positive and good for us? Here's something really important to remember: what works for someone else, might not work for you. But let's

begin with Mindset, get positive. Start with positive thoughts and words. Believe that you can make great changes for you and those around you. Believe that you are creating the best you with positive words each day and visualize your success for the day. After mindset, we need to focus on the body, make sure your body is performing at its very best. Practice deep breathing, eat well and MOVE your body. Also, drink your water!

Then focus on your daily activities, what of these activities are chaos and what of these activities moves you forward into a better you. It can be so easy to have bad habits as it is to have good ones. Break down what you do and realize achievements come one small step at a time and you are moving towards greatness. Remember activities become routines that become habits when reinforced.

While each of us are different I have found for myself personally that I must start with positive



words and thoughts of gratitude, then I can move forward. I am up by 5 AM with a cup of coffee, and some mornings my gratitude begins with just that cup of coffee, then I head to the gym for my workout class. There are many days I am reminding myself that at 5:30 in the morning I am just grateful I am able to move. I don't really think about it. I just move. I remind myself a body in motion is hard to stop and that will be very important for the rest of the day. I also remind myself that a strong body is part of a strong person.

Once I have completed my getting ready for the day habits, I move to my I am a success at work habits. I have a schedule of to-do tasks that I complete in order each morning when I walk into the studio. I check email and correspondence then I educate myself. That means I spend 30 to 45 minutes learning and practicing sales scripting. I am the salesperson in our studio, and our entire team depends upon me. This practice allows my view and order appointments to become second nature to me. I have a script and I know what I will say to overcome objections. This allows me to overcome the chaos of sales and even studio life.

I finish each and every day with gratitude, I list what I am grateful for and this sets me up for the next day. I wake up, get a cup of coffee and am ready for another day.

Routines lead to habits that lead to success!

A Promotion Worth Trying

Bruce Berg, M.Photog., Cr.

We all face a challenging time ahead. Here's something we tried during a previous downturn that worked very well.



More than 29 years ago in Oregon, someone came up with a marketing idea that would bring together three competing photography studios to build their businesses during seasonal slowdowns.

Though the original studios have changed, the Lane County Children's Contest continues to thrive. I joined the program 15 years ago, although I was hesitant—I didn't want to do formulaic portraits or attempt to be a high volume business. But I've been able to tweak the approach and do the creative work I love, and the contest has been great for business.

Richard May, of Richard May Photography in Eugene, Ore., who participated for the eight years, agrees. "It's a financially welcome promotion this time of year. With many traditional portrait studios struggling in a down economy, it's a great way to draw traffic to the studio, maintain cash flow in the slower portrait season, and add to my client base," he says.

During the great recession, with 12 percent unemployment in our area, we drew 55 clients for 70 entries and took in \$17,000. (Pre-recession, we averaged \$23,000 though). My advertising cost was just \$1,100.

THE CONTEST

Unlike some contests, the Lane County Children's Contest awards prizes for the best expression, not for how photogenic the children are. We have had winners who had Down syndrome or who were pouting, crying, laughing or showing an innocent look of wonder. It is a celebration of childhood as a whole.

The contest features two divisions, Traditional and Storytelling, and is open to children 3 months to 12 years old, and divided into six categories: 3 to 12 months; 1 to 2 years, 2 to 3 years,





3 to 5 years, 6 to 12 years, and siblings. The Traditional portraits are judged primarily on expression; mood and photographic style are secondary. The Storytelling portraits are judged on the intrigue of the outfit, props, background and overall creativity in conveying the story; expression is secondary. The highest and lowest scores are tossed aside.

There are seven judges, only two of whom are photographers, and none can be a contest participant. Having three photographers participating in the contest gives it legitimacy. "Sure we're competitors, but we also want one another to be successful. Having just one photographer would be too self-promotional to gather the community support we have," May says.

MARKETING

A local bank sponsors the People's Choice award, a \$250 savings bond, and displays the entries for several months in various branches. Our upscale shopping mall sponsor displays the contest entries in a prominent location for three weeks, and charges us far less the normal fee.

We print 1,000 6x9-inch promo postcards, which are dis-

tributed by 15 local businesses. These merchants—children's clothing stores, restaurants, play centers, ice rink, public pool, toy store, candy store—provide \$10 to \$20 gift certificates totaling \$100 to \$250 for secondary prizes. They make no cash outlay, so they're getting free advertising. The donations are noted in a sponsor section, along with the business's logo and small ad. All contestants see the ads, and they're posted at the mall display as well.

We photographers do our own marketing promos to clients. This year, in addition to mailing notices to past entrants, I started a Facebook contest on my fan page for each month of the contest. I post all entries, and every comment on a photograph counts as a vote. To be eligible to vote, you need to become a fan of Bruce Berg Photography. After seven days, the votes are tallied. After one month, the photograph with the most votes wins, and the family of the subject gets an array of prizes from my studio.

Our clients love the contest. They get stunning images at a discounted rate, a chance to win ribbons and prizes, and the excitement of seeing their child's portrait on display at an upscale mall. No one can buy fame, but we sure can give it to them!

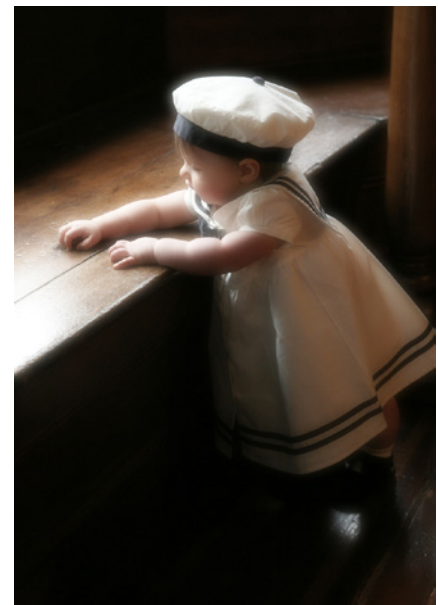
The sponsors get great exposure, new customers, and an up-sale opportunity via the gift certificates.

For the photographers, the contest fills the slow month's sched-

ule, is highly profitable, and it's fun! Joy Taubner, of Joy Photography in Eugene, said of her first year with the contest, "My sales have doubled. It's the best February I've ever had, and it's been a great experience."

ONE MORE WIN

We also use the contest as a fundraiser for Parenting Now!, a local non-profit that brings new parents together for support and



education. We donate \$25 for each February session booked. Most clients tend to wait until the last two weeks of the contest, and the donation spurs earlier entries. We raised \$500 for them this year. It truly is a feel-good event.

Children are celebrated, businesses are supported, parents get gorgeous portraits, photographers fill up slow months, a non-profit receives donations, and the community comes together. What could be better than that?

www.bruceberg.com

3 Strategies to promote your business you might not be doing... but should in 2020

Carla Conrad
Marketing Committee Chair

January 1, 2020 kicked us off into a new year, new decade and many photographers use that first quarter to prep taxes, plan for the next season, attending ImagingUSA, or maybe simply recover from a busy holiday season. However, the new year may have started out for you – the events of this first quarter of the new year, new decade, not only has had us all reflecting, refining and rethinking many parts of our lives, but also in our businesses.

At the time I write this, we are all still in lock down, sheltering in place. How each of us have used this time may be as individual as we all are – but as we prepare to step into the sunshine of the rest of 2020, may I suggest three things you can do to prepare your marketing, even while social distancing, by reviewing your social platforms, find your voice to engage with your clients and harvesting new testimonials from your best customers.

Doing a social platform audit for your business, the first thing to consider is: are you using the platform because it connects



with your best client persona, or is it just the one that you know and have used for years? It is easy to get in a rut with your marketing, but at regular intervals, we should take the time to evaluate if what you are using is connecting effectively.

Where do your clients hang out? Is it social networking sites like Facebook, Twitter and LinkedIn? Image sharing sites such as Instagram? If this evaluation finds you looking at a platform you are not familiar with – see it as a great opportunity to hone in your brand voice.

That leads next to considering what new ways to engage with your clients and potential customers on your platforms. What is your brand voice? Think of it as a celebrity or public figure – who would that be? For example: Todd Clarke at Hootsuite put it this way, his is “Steve Martin + George Clooney + Humphrey Bogart + Bugs Bunny. Casual and humorous + good looking and confident + stylish and a bit cocky, too. Plus, friendly like Bugs Bunny.” Find the way you can best express yourself when engaging on platforms. Whether that is responding to a comment, sending a DM, posting a solution with a link, referencing an article that answers a question – up your engagement game and be helpful when you can.

And last – when was the last time you asked for a testimonial from your latest clients? Unless it is part of your normal sales funnel process (if yes – high five) it can get forgotten in the process. Commonly, I find that there is a season when businesses gather some testimonials, but when the need is met or the season is over – that process falls away and get forgotten, but there is incredible power in the comments of a satisfied client. You cannot edify yourself – but a client can say things about their experience with you that others will relate to. If you do not have a way to gather a testimonial from your past and current clients, consider simply reaching out and asking – and add it to the sale process moving forward.

The phrase is ‘when life hands you lemons, to make lemonade’. We would think it better to create great images from a lemon themed photoshoot. To change the course of how this year started and up your game to expand your brand – consider taking a good look at how you are using the current platforms by auditing what you are currently doing, define your voice and engage, and let your customers help tell your story by asking for new testimonials. Here’s to a 2020 reboot and a profitable year.

Intro to SEO for Photographers

Make Sure that You are Easily Found on the Internet

Chris Wooley

M. Photog.Cr, CPP, FP

Search Engine Optimization (SEO) is the official tech word for our ranking or position when someone does a search for your business. The better your SEO the higher your website will show up when someone does a search looking for a photographer. Having a well ranking website can be a great way of attracting new clients.

It might be helpful to think about SEO (and your online presence in general) as a garden. It is something that you work on, weed out, and care for. Over time you'll be generating great results and leads. Once you have some good tactics in place, it doesn't take much effort to maintain. The trick is to know what areas to focus on for a maximum return. In this guide we will be focusing on how to make the most of your SEO time and marketing budget.

GOOGLE MY BUSINESS

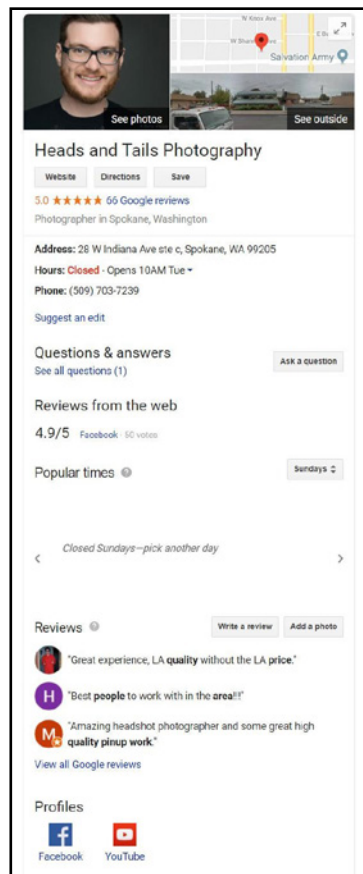
Google My Business is Google's official hub of information pertaining to your business. If you only have time to do one thing to up your SEO, this is where you want to invest your time. Its



relatively quick and easy to get started and you can do it yourself (recommended). You can find this information for your business by going to: business.google.com

Google My Business has a few different components to it, all labeled under the term "Google My Business." It hosts information pertaining to key elements of your business that will matter to your clients. These topics include:

- Business Name
- Location / Map
- Contact Information
- Photos
- Reviews



On the public side, they see a placecard that shows information about your business. This shows up under a search as a little "profile" of your business (see graphic above). The more information you have here, the more useful your profile will be (and the better you'll rank).

It takes about an hour to go through and fill out all the basic information for your business. Spend the time and do it! If you have previously done this for your business, go back and check all your details. Google frequently updates this site - so make sure your information is up to date.

Let's take a peek at the different sections you'll find.

INFO: This is where you put all of your base contact and location information. Your business name, address, phone number, website, and hours all go in this section. If this is your first time setting up (claiming) your business, you'll have to verify your address.

Frequent Question: My studio is at my house and I don't want to list my address on a website. What do I do?

You can hide your address associated with your Google My Business profile. So you will still list your address with Google, but we'll end up hiding it from the public. Google still needs to verify it is you - but they don't

want to share that info; listing an address that the public can't visit all the time is bad for everyone.

To do this, you'll want to "Manage Locations" and select the option "I Deliver Goods And Services To My Customers At Their Location" and set-up a service area (where you do business at - like your section of town, or perhaps several cities around you). You'll also want to make sure that "I Serve Customers At My Business Address" is not selected.

DO NOT USE A P.O. BOX AS YOUR ADDRESS (including at a Postal Store with a physical address). This will hurt your rankings and possibly get you banned.

PHOTOS: This is the fun section for photographers. We have lots of great images to share - and this is a great spot to do it. You'll want to post eye catching images that will make people click them. It is a good idea to provide a variety of images in this section - not just your portfolio. Add personality to your profile by including images hanging in your client homes, sample products you provide, details shots of your studio, and images of you (both staged and in action). Tell your story through images.



REVIEWS: This is a game changer for influencing how Google feels about your business. Get reviews! There are two areas for reviews in your Google My Business profile: "Google Reviews" and "Reviews from the web". Both are important. Reviews are arguably the most important aspect of your profile and ranking.

Google reviews are placed at the top of the screen, so they hold a bit more weight with Google. Ask your clients to give you a review (and hopefully write a comment). The more reviews you have the higher you rank. Strive for 5 star reviews (and don't sweat the 4 star reviews - imperfection shows you are human and the reviews aren't fake).

Reviews from the web also weight your results. These can be reviews from Facebook, TheKnot, and other social review platforms. The more reviews you have the better and more stable you'll appear.

Make sure you respond to your reviews - both good and bad. This is your chance to tell your side of the story. It is marketing in its purest form. If you get a glowing review, thank them for

giving it to you. Be sincere.

Frequent Question: How do I respond to a negative review? Should I just ignore it?

Never ignore a negative review. If you ignore it then you let the reviewer dictate the message your brand sends. We don't want that because it is negative. Instead, we need to take on the review and address their concerns. If you made a genuine mistake fix it and make it right. Sometimes we miss things and don't realize our clients weren't happy. This is a great way to own your mistakes and show them you care about them. You can turn a negative client into a raving fan by doing the right thing. They might even delete the review or update it to show how great you are.

If you have a negative review that wasn't your fault - this is your chance to give your side of the story. But keep in mind - your message isn't meant for the person that left the review. It is for the potential client that is **READING** the review. Respond accordingly. Acknowledge their points and provide your strategic counterpoints. Don't be emotional in this response; instead focus on how you can be as appealing to a potential client as possible.

Pro Tip: A great way to have a constant stream of reviews is to ask for them. A simple follow-up email with direct links to the sites you want to be reviewed on are very effective. It's also another touchpoint with your clients and works well for showing them you truly care about their experience.

WEBSITE CHECKLIST

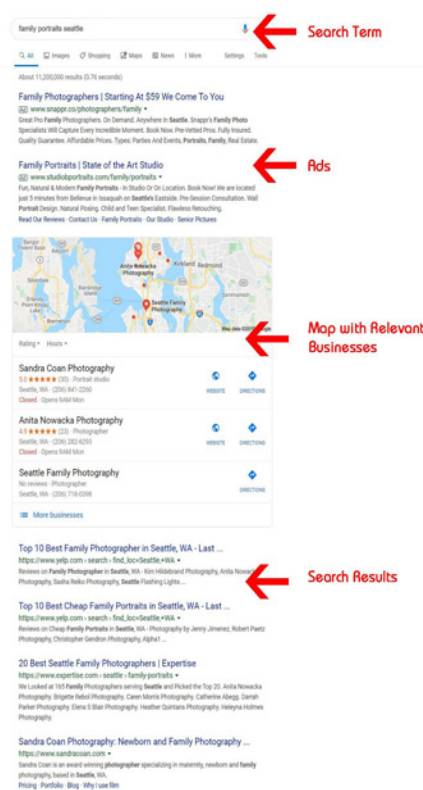
Check your website to see if you are SEO ready. Make sure

your site isn't holding you back in the rankings! Check off these boxes to make sure your site is ready to be optimized.

- Can you edit your site (including adding HTML to pages)?
- Confirm you are NOT using Flash or iFrames? (You shouldn't be)
- Are you using Wordpress, Squarespace, Photobiz, Wix, or Showit5?
- These are great platforms. Not required, but highly recommended.
- Do you have your own domain name?
 - www.SueThePhotographer.com and not www.Wix.com/SuesPhotography
- Is your website mobile friendly?
 - Bonus points if it is RESPONSIVE (scales automatically to different screen sizes)
- Does your website have an integrated blog?
 - Blog should be included in your site, not a separate website

ANATOMY OF A SEARCH

When performing a search, we will see several results come back to us. Understanding this layout and influences can help us better optimize our websites to rank higher on these searches.



The Search Term is what people are searching for. This is either typed into the search box or done verbally via a smart phone.

At the very top of the list we will see the Ads. These are paid advertisements that rank at the top of the list. If you aren't properly optimized, this is a great way to reach your audience.

The Map with Relevant Businesses shows off business that fit the search term. There will be a preference for relevance and geographical location. Businesses that are really popular and geographically close will show up here first. This often uses your phone's GPS or your IP Address for this information.

Finally, we will see the actual search results. This ranking is what we strive to improve. The

better your SEO the higher you'll rank on the list.

It is important to note that each Search Term or "keyword" has its own independent ranking. Just because you rank well for one phrase doesn't mean you'll rank well for other search terms. Each one must be optimized for independently.

It is also worth noting that the search engines provide intelligent results that will be biased towards the person performing the search. If you've previously looked at a website it'll rank higher. If you've visited that person's store, it'll rank higher. If you are geographically close to it, it'll rank higher. Going into "incognito mode" or "private browsing" can help with these biases.

KEYWORDS

At the simplest level, keywords are what people type into the search engines. If we know what those words are then we can start to tweak everything to rank better for them. This could be as broad as the word "photographer" to something very specific like "Seattle outdoor family portrait photographer" and everything in between.

Our job is to figure out what keywords people use when they are looking for our business. This is valuable information. The more detailed information we have about these searches the better we can use that information to rank for those keywords.

When it comes to keywords we have to do our research because people don't always use our industry terms. So understanding what people are looking for can be important. People are more likely to search for "family pictures" instead of "family portraits" and "dog photographer" instead of "pet portraits."

Similarly, different regions might have different preferred words. For your carbonated beverages, do you call it Soda, Pop, or Coke? We'll see these same preferences for other search terms like pictures, photographs, photos, or pics.

Luckily, keyword research is something that you can hire someone to help you with. It is just the raw data that we want. Before you hire someone to help, you'll want to get some base information down that fits your business.

Make a chart with three columns to help you find keyword combos. The first column tracks locations you want to target from the state to to the neighborhood level, such as "WA", "Spokane", "South Hill", etc. The second column is for the types of photography that you do, such as "Children", "Families", "Weddings", etc. The third column is for the services you offer that people would search for, such as "Photos", "Portraits", "Pictures", etc.

Remember to consider what your clients are typing into Google might not always be how you refer to things. Will they say "Senior Portraits" or "Senior Pic-

tures" or "Graduation Photos"? Or maybe they will search of "senior picture ideas" - get creative!

Using the Data

Once you have a strong list of keywords and know their respective Relevance, Volume, and Competition, you start to plan strategically how you can use this data to increase your rankings.

There are a few "key" metrics that we want to look for and plan around based on their rankings.

Once you have this base information down, you're ready to hand off the bulk of your research to an assistant. They don't need to be SEO trained to do this. It just takes time and patience.

You can hand this off to an SEO company who is experienced in this. It will cost more money, but will couple nicely with other-strategies. I personally prefer to do it via an assistant so I can provide clarification as needed.

Your assistant will help you generate a list of keywords you would like to rank for. I use a four column Google Sheet (Excel type document) for documenting the data about each keyword, which is entered into the first column. Each keyword will have three categories in the next three columns after it that we will rank. A simple "High" "Medium" or "Low" works great here.

Relevance - Column 2

How closely is the search term related to your industry/locat-

ion/niche? Basically, we want to find words that are closely related to your photography business. "Business Pictures" might be a "Low" ranking term if you do weddings - but would rank "High" if you do corporate headshots. Use common sense here.

Volume - Column 3

This is raw data on how many searches (both locally and nationally) a search receives. The more searches it receives the higher the volume. So if it gets thousands of searches a month, it is a "high" volume search. If it receives only a few, then it is a "Low" term. This scale will be somewhat relative to your other searches.

Competition - Column 4

This term is a little bit more abstract; it looks for how many competitors you have that are using/ranking for that term. If everyone in your city is using the same phrase, it will have "High" competition. If almost nobody is using it, it will have "Low" competition. You can get a pretty good indicator for this by using a keyword planner* to see the competition (or keyword value) or by doing a search and seeing how many results appear that are related to your industry. *more on this later.

Helpful sites for Keyword Planning:

- <https://ads.google.com/home/tools/keyword-planner/> (set-up a free ad account to access)

- <https://moz.com/explorer> (set-up a free account to use)

Create a list of Head Terms and Long Tail Keywords that you want to rank for. We'll write down their Relevance (related to your niche), Competition (how many others are using this phrase), and Volume (how many searches does this get).

- If a keyword has High Relevance, High Volume, and Low Competition - you've just found the holy grail! This means people are searching for your phrase and almost none of your competitors are using it. It'll be relatively easy to become the leader on this search.
- If a keyword has High Relevance, High Volume, and High Competition - you've found a tough term to win over. This one will take time, effort, and a lot of strategy to rank well for. Plan for the long game on this one.
- If a keyword has Low Relevance, Low Volume, and High Competition - you'll abandon it. It won't be worth your effort to seriously invest time in ranking higher for this term.
- If a keyword has another combination of these stats, you'll have to evaluate the effort vs. the return on ranking. As a general rule of thumb, the higher the rank in Relevance and Volume the better. Similarly, the lower



Images of Merit: *Perfectly Pink*, by Mary Jo Allen

the rank for Competition, the better.

Low Competition keywords are searches you can rank highly on with minimal effort - sometimes with just a single post or page. This means the time investment is low and the results will be quick. Usually lower competition words also have lower relevance or volume. By targeting the "low hanging fruit" you gain great results on some of the less popular search terms. This strategy works by having a greater volume of obscure searches that outweigh the more popular searches (that are also harder to rank for).

Strategic Rankings

Now that we know the search terms ("keywords") that we want to rank for, we can start targeting our site to rank well for those terms. This is a step I would feel comfortable with outsourcing -

depending on the person. If you have an "in-house" assistant that understands you and your style, you'll be in great shape. If you use a virtual PA or a management company, you'll want to review their work prior to publishing.

Let's say that we want to rank for the keyword "Chicago Baby Photographer" with High Relevance, High Volume, and High Competition. This will be a long game search term - so we want to work on having that term sprinkled across the different pages on our website. Your home page might use the exact phrase "I am a Chicago Baby Photographer with a natural style." You could also use those search terms in other ways through your site, like using "baby photos," "award winning photographer," and a quick reference to the "Space Needle" in your bio. The goal is to lightly sprinkle the term (and variants

of it) across your site without it being “spammy”.

Now let’s say that you want to rank for the keyword “Manito Park Family Photos”, with High Relevance, Medium Volume, and Low Competition. This is a much easier term to rank for, so a single blog post discussing your recent Family Photo session at Manito Park would work perfect. You’ll want to make sure the majority of the post is about the park and the family you photographed. For instance, a small paragraph about how beautiful the trees and rolling hills worked as your background would be great. Another paragraph about how Suzy wanted her family portraits in this meaningful park where she got engaged would add relevance to the story.

For low Competition terms, blog posts will be your secret weapon. You can craft a post that targets one of your keywords. Because there is low competition, it won’t take a very long post to help your rise in the ranks.

IMAGE OPTIMIZATION

Another great tactic involves image optimization. There are two key things we want to do to

allow our images to work for us. The first one is using a strategic name for the files we post. Often times we use a native file name like Image1.jpg as a title. This doesn’t help the search engines understand what the image is. However, if we renamed the image to align with our keywords, we can have it help us. So Image1.jpg is now Mainto-Park-Family-Photo.jpg. The search engine will now have a better idea of what the photo contains.

We can further enhance this by using the “alt text” of our image (usually an option when you upload the image on your website). The alt text tells the viewer what the image contains, incase it can’t load or is blocked. Putting “A Family Photo in Manito Park” as the alt text further lets the search engines know what is in the image.

You can also use the caption area of an image to add even more details. If you caption the image “The Smith Family had their family portraits created in Late Fall. The color of Manito Park really embody the crisp fall season” then you’ll help the search engines know what the image and page are about more.

Another thing you’ll want to do is optimize the image to load as quickly as possible. In its most basic form, this means creating a smaller file size. So leave your 36MP files alone and save smaller “web optimized” images for the web. The smaller you can get the files, the quicker your page will load - and the better the user experience. For photographers, we’ll ride the line between quickly loaded images and high photo quality. Although worse for rankings, I prefer to have my images show little compression and display cleaner. Your preferences may vary.

BLOG POST CHECKLIST

Now that we have our keywords, we can start writing blog posts to rank for those keywords. Use the guide below for maximum efficiency.

- Use a simple and descriptive URL
- www.photographer.com/Awesome-Family-Photos is great
- www.photographer.com/ref123112/jke0.htm is bad
- Create a short title for your post using the Keyword



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- Update the Meta Description of your post to summarize the post. This isn't a rank factor, so using the keyword doesn't matter here. Make it so a human wants to read it.
- Create an H1 Header and use the Keyword
- This should be at the very top of your post.
- Write good quality content and use the keyword 1-3 times in the body.
- Don't use it more than 3 times. Keyword density doesn't matter.
- Use at least 300 words. 300 - 3000 is ideal.
- Use Semantic Text (related words) in your content. So if your keyword involves Family, reference Mom, Dad, Sister, etc.
- Include images in your post
- Be sure to write a description in the ALT TEXT that has your keyword
- Rename your file to be descriptive (doesn't have to have keyword)
- Resize your photos for the web
- Focus on 1 keyword phrase per blog post
- Create a blog schedule throughout the year to keep updated on these keywords

GENERAL SITE IMPROVEMENTS

This section matters to your SEO, but can also be a bit tricky to do. If you have already honed

your Google My Business Profile and are posting targeted Blog posts and want to further enhance your SEO, this is a brief list of projects you'll want to research and improve.

- Install and use Google Analytics
- Use Google Webmaster Tools
- Create a Site Map
- Set-up Permanent Page Redirects to avoid 404 errors
- Generate Links and Linkbacks
- Increase Domain Authority
- Make sure your site is Mobile Optimized / Responsive
- Focus on increased Speed

DON'T TRY TO CHEAT

Avoid these tactics. If you get caught trying to use them to artificially increase your rankings, you'll be penalized. Make sure any company you hire does not use these "back hat" tactics.

- Keyword Stuffing
- Keyword Stuffing Alt Images
- Irrelevant Keywords
- Invisible Text / Cloaking
- Lots of outgoing links
- Link Exchanges
- Paid Links
- Over Optimized Links
- Spam Footer Links
- Low Quality Directories
- Comment Spamming

- Duplicate Content
- Scraping Content (from other sites)

PARTING THOUGHTS

If you're looking for an all encompassing strategy for your website rankings, focus on one important thing: YOUR USER. Specific SEO strategies come and go - but there is always a sure-fire way to make sure you have a good and long lasting strategy: focus on the people who use your site and you'll be rewarded. More and more people are using their phones to search - so making your site look good on phones is good. Loading quickly is better for the user. Having descriptions and non-spammy text is better to read. Consequently, these things increase your SEO. If you try to build your SEO strategy around fads and what you think the robots will like, you'll soon find those strategies hurt you more than they help you. Keep it about people and you'll have a solid foundation for SEO.

And if you want to get to the top of the search results quickly, do Google Ads. It'll put you right at the top of the search results instantly.

Survival or Sur-Thrival

**Bruce Hudson,
M.Photog.,Cr., FP**

A few years ago, I wrote an article in this publication titled; "It's all about cash flow... and sometimes cash-flow SUCKS!" That article was meant for the traditional slow season of the First quarter. I shared ideas for creating business in January thru March. In our profession, we're used to seasonal slowdowns but no one in any profession was ready or prepared for what we've all experienced.



So, in this article I'm going to begin with the old, GOOD News BAD News theme. Let's start with the Bad News. It's Bad out there! There's NO way around it, we need to go through it. Those of you that know me, know I'm a serial Optimist. It's even looks bad through Rose colored Lenses. Trust me, I've had my share of challenges, with the death of a spouse and navigating through 3

recessions. What I learned during the hard times is that you need to hold on and keep your head above water. Sometimes in life you have to tread water in order to move forward. My late wife Sue had a great analogy for this- "it takes just as much energy to tread water as it does to paddle forward." While many in our communities are surviving and treading water, why not use the same level of energy and try to move forward. OK, that was the Bad News part, lets now focus on the Good News.

Instead of Survival let's try Sur-Thrival!

We all have been given the most precious gift, that's the gift of time. It's time to be with our families and time to Work ON Your Business. Notice I said ON you're your business and not IN your business. Working ON your business is where you want to be. It's where you take the time to do things you never have time to do when you working IN the business. Your always too busy to do the important things. Creating beautiful images and play-

ing in Photoshop is more fun, right? Working ON your business doesn't have to cost you any money. Remember that, it just take time.....Oh, we all have lots of that now don't we?

Let's take a look at what we're doing to right now at Hudson's Portrait Design to work ON our business.

Read and Implement

I love to read. My choice is usually business, marketing or stories that inspire me. I just finished an amazing book, "Marketing made Simple" by Donald Miller. He also wrote "Building a Story Brand". Marketing made simple is probably one of the best books I've read on designing websites and landing pages. First, I read and then we (Josh, my son) implement. Next, I read, highlight the important stuff and write notes all over the pages. Then I go back and type out the important concepts. I call it my book report and Cliff Notes for Josh. He's got 3 kids and way too busy of life for reading. But, he's awesome at IMPLEMENTING! We are now in the process of

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- \$20,000 Inland Marine Equipment (Actual Value)
- \$10,000 Accounts Receivable
- Loss of Business Income
- Data Extraction (Accidental Damage)
- Mechanical Breakdown (Accidental Damage)
- 15 Additional Coverages
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PPA

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The difference between Actual Value and Replacement Value is huge! Don't let an equipment breakdown halt your business!!

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The Top 20!

Who are your Top 20 clients? When was the last time you heard from them? When was the last time you told them how much you appreciate them? It was probably some time ago, right? Now's the time, because you have time to reach out and let them know your thinking of them. Not in a salesy way, but just a "heart felt" note or letter. My preference is to write a HAND WRITTEN Note. Yeah, it's old fashion but who does that anymore? No one, because it takes too much time..... you get the idea? Reach out to your Top 20, Hand write a note and don't forget a cool unique stamp!

ENewsletter

If you don't have an ENewsletter you need to design and start sending one. If you have one, it's time to update and improve it. Email marketing is one of the most cost-effective ways to maintain your relationship with your clients and soon to be clients. There's tons of ENewsletter vendors like Constant Contact, Mail Chimp, Drip and many more. Right now, Josh prefers Mail Chip for a number of reasons. 1. It integrates with other applications we already use like 17 Hats our Database software. As we enter clients or we have future clients OPP in to one of our lead magnets, it automatically populates into Mail Chimp. 2. Josh likes Mail

Chimp's templates and designs because they are highly customizable. 3. The analytics are really good. They're easy to follow and understand. 4. Mail Chip makes it easy to re-send to the people that didn't open the email the first time. Josh says it only take one click!

One philosophy that we adopted many years ago with our hard copy (offline) Newsletters is to make sure to "Personalize and not Commercialize." This was another concept that Sue (she was the Master of writing newsletters) used in her writing. Basically, she wrote as if she was sitting across the table drinking a tall skinny mocha (no whip) having a conversation. Don't always promote your current special. Feature what's going on at your studio, with your family or even share a favorite recipe. "Personalize and not Commercialize" should be your focus! Clients and prospective clients prefer working with people not businesses. Showcase your personal side of the studio and you'll score big points with your clients!

Selling an Online Product

Is there anything you have to sell online? Maybe It's some of your personal or Fine Artwork. One of our longtime members (even longer than me) Ralph and Mary Jo Allen, do a great job of this. They both are amazing photographers and have put together numerous collections from all their travels over the years. To see how they have put their online store together,

go to www.AllenPhotoArt.com! Please don't tell them, but they really need to raise their prices because their work is so beautiful! For years we've sold online educational products to professional photographers all over the country, the world. As far as consumers, we recently launched a basic photography course. This is the same course that I've been teaching out of our studio for the past 8 years. Not only has it been a good source of added revenue, it's also brought many thousands of people into our studio. Josh get's all the credit for this idea. I was against the concept when he first suggested we do this. Of course, I was stupid, worrying that we were going to be teaching our competition. Here's the "dirty little secret, about our photo classes. Half of our new clients in the studio have been in one of my classes! Thanks, Josh for convincing your old man to teach his competition! NOT!

Buy Now Promotion

With our economy shutting down, I'm sure you thought the same thing we did, NOW WHAT? I think everyone in this country whether they're in business or not, now understands how important cashflow is to any business. Being self-employed can really suck during times like we have gone through. SO, NOW WHAT? Well, we implemented something out of our Black Friday playbook. Josh loves doing Black Friday promotions and he's good at it. Basically, in a nutshell, we sell gift cards (or certificates) that have a higher value when

Survival or Sur-thrival, Continued

they redeem them. We've gone anywhere from 15-40% as a bonus. Spend \$100 today while we're shut down and you get \$140 when we reopen. Spend \$1000 today and receive \$400 as a bonus next month or 5 years from now. You might think that up to 40% is a bit excessive but you must admit, the margins in our profession, can handle it. I'm not suggesting everyone be that generous, but it's the maximin we've gone in the past. The last part of this strategy is to limit the time in which you offer it. People need an incentive to pull the trigger. Don't keep it open ended. Good luck...hopefully you can get a good influx of cash.

Finally, as we all try and navigate through these challenging times together, **HANG IN THERE, KEEP YOUR HEAD ABOVE WATER, AND STRIVE TO BE MOVING FORWARD.** Don't waste this precious gift of time we all have been given. Spend quality time with your family (even if your kids are climbing the walls), take some ME time and **STRIVE** to work ON your business (not just Photo-shop)! Let's get out of Survival mode and pivot into Sur-Thrival mode. God Bless you and your family and I'll see you at the next PPW event!

Your fellow photographer in
Lock Down, Bruce Hudson

The Story Behind the Image



Print Handler's Lunch Break by Heidi Swoboda

Among the hardest working volunteers at state conferences are the print handlers. With white gloves and hushed voices, they carefully and quickly orchestrate print movement behind the curtains for a smooth judging process.

At some point I had the idea that it would be fun to create a spoof with some somewhat less respectful print handlers. After nearly 2 years of contemplating the idea, I finally decided to put it together. I created a sketch of the basic layout to try to create a pleasing composition and enlisted my family as models. They had a great time transforming my

teenage athlete Rory into a goth girl!

I only own 3 studio lights and wanted to short light each face as well as have separation between the hair and backdrop, so I elected to photograph each subject individually. I've attached those initial images (figure 1-3). You can see the fill light stayed the same (probably about 2 or 3 stops below the main and hair). The main light pointed toward the face and remained equidistant from each subject. The hair light varied location and distance as needed for separation and to avoid harsh shadows on the wall. My goal was for the finished image to appear lit from existing room light with the pizza box,



Figure 1

and newspaper acting as plausible reflectors.

To obtain the composition, the 2 subjects on the left needed greater separation than was possible in reality so he had to be scooted down and tilted and the table extended to accommodate room for his feet (figure 4). I wished I would have paid more attention to expression and decided to switch the left top subject for one with a slightly more engaging expression (figure 5).



Figure 2

Two large negative spaces, (the black space at the bottom and the wall at top) were obstructing the flow of the image so I added the signs and more print stacks to improve composition and story-telling.

Naturally when the image was near completion, I decided that Rory (on the left) needed to be wearing white gloves so we re-photographed her hands on the pizza box and photoshopped them in.



Figure 3

The color balance wasn't great so I did some color adjusting and added some texture overlays to help bring everything together. I also used masking layers of screen and multiply to 'burn and dodge' to bring attention to subjects and minimize distractions, in particular the large white curtain on the left. Finally, I added a border to frame the image.

I was happy that it scored 85. Now if I could just get a 2020 idea...



Figure 4



Figure 5



Unprecedented times call for unprecedented actions - not once but thrice. First, we did a virtual Member Meeting, then a virtual Image Competition. Then, not wanting to miss out on all the camaraderie and fellowship we enjoy at conference, we did the first ever virtual President's Awards Banquet on Saturday, April 25. Thank you Zoom. It was very good fun, but I hope it's the last virtual one.

Thanks to everyone who made it happen and to all that attended. In particular thanks to Faye Johnson for all the behind the scenes work and being a fabulous MC. Thanks to Chris Wooley for compiling the videos, Carla Conrad for the conference video and Heidi Swoboda for the Memorial Presentation. Thanks also to the presenters: Ralph Allen, Rob Behm, Julie Fitzpatrick, Bruce Hudson, Larry Ikenberry, Marie Martineau-Sandberg, Anita & Matt Weston, Chris Wooley and Rachel Wooley.

PPW Awards

New Life Members

Jeff & Margaret Fulks
Michael & Mary Thresher
Matt & Anita Weston

Volunteer of the Year

Heidi Swoboda

Distinguished Service Award

Mike Busby

PPA National Award

Rachel Ikenberry

PPW Degrees

Assoc. Fellow of Photography

Rollie Gephart
Heidi Marshall

Fellow of Photography

Mike Busby
Forrest Cooper
Mark Gardner
Sally Kolar

Silver Bars

Georgia Hill
Janet Rubenack
Jon Sandberg
Lorie Campolo

Gold Bars

Mary Jo Allen
Rich Breshears
Julie Fitzpatrick
Larry Ikenberry
Faye Johnson
Lance Johnson
Ernst-Ulrich Schafer
Alexis Sharpe
Dalisa Sherrard
Kari Stuckey
Mark Turner
Chris Wooley

Scholarships

PPW Memorial Affiliate

Carla Conrad
Doug Walker

PPW Memorial

Mary Jo Allen
Forrest Cooper

SW District Lynn Smith/Barb Short Memorial

Amy Cooper

Ken Whitmire

Chris Wooley

Photographic Open Portrait Division

Best Portrait of a Child

Whispers, Rachel Stewart

Best Portrait of a Group

Full Force, Heidi Swoboda

Best Portrait of an Animal

Stripes, Chris Wooley

Best Portrait of a Woman

Porcelain Strength, Chris Wooley

Best Portrait of a Man

Skin and Ink, Chris Wooley

Best Portrait of a Couple

Troubled Times, Ernst Ulrich-Schafer

Best Unclassified Portrait*The Traveler, JR McCurdie***Best Non-Wedding Album***Powdered Flowers, Kari Stuckey*

Wedding Division

Best Portrait of a Bride*A Girls Best Friend, Judy Devine-Geuther***Best Portrait of a Groom***NOT AWARDED***Best Portrait of a Wedding Group***NOT AWARDED***Best Wedding Candid***Celebrate, Rob Behm***Best Portrait of a Bride & Groom***Beautiful Moment, Amy Cooper***Best Unclassified Portrait***NOT AWARDED***Best Wedding Album***NOT AWARDED*

Commercial Division

Best Pictorial - Charles Libby Award*Soft Touch, Mary Jo Allen***Best Industrial***Scream Machine, Forrest Cooper***Best Architectural***Modern Living with Nature, Forrest Cooper***Best Advertising/Illustration***We Are Family, Sonja Yearsley***Best Editorial***Mirror to the Finish, Carla Conrad***Best Aerial***Moonrise over the Mill, Forrest Cooper***Best Unclassified Portrait***Bottles and Blossoms, Rachel Wooley*

Photographic Artist

Portrait Division

Best Portrait Artist*Travels to Another Time, Chris Wooley*

Wedding Division

Best Wedding Artist*Waves of Grace, Chris Wooley*

Commercial Division

Best Commercial Artist*For Her, the Ocean Was More Than a Dream, Alexis Sharpe*

Restoration Division

Best Restoration Artist*Pretty in Pink, Karissa Blunck***Artist of the Year***Travels to Another Time, Chris Wooley*

Trophies

R.R. Hutchison Trophy - Best Entry from Portraits*Stripes, Chris Wooley***Best Wedding Portrait***Celebrate, Rob Behm***Roger Dudley Trophy - Best Entry from Commercial***We Are Family, Sonja Yearsley***Lee Merrill Trophy - People's Choice Award***For Her the Ocean Was More Than a Dream, Alexis Sharpe***Portrait Photographer of the Year***Chris Wooley***Wedding Photographer of the Year***NOT AWARDED***CC Yang - Commercial Photographer of the Year***Sonja Yearsley***Russ Clift Trophy - Best Mixed Case***Rachel Wooley***Alma Gray Trophy & Scholarship - Best Case of First Time Entrant***Rachel Moore***Jentoft Trophy - Highest Aggregate Score by PPW member***Sonja Yearsley***Best of Show***We are Family, Sonja Yearsley***Fuji Masterpiece Awards****Portrait***Porcelain Strength, Chris Wooley***Portrait***Stripes, Chris Wooley***Commercial/Illustrative***Wind Sculpture, Mark Gardner***ACI Award***Stripes, Chris Wooley***CPP Award***Chris Wooley***ASP Award***Stripes, Chris Wooley**Celebrate, Rob Behm*

In Memoriam Ken Nicoles



by Ralph Allen

Most of what I do as Life Member Chairman is enjoyable such as helping Life Members stay in touch but once in a while I must report the loss of a friend. In 2019 we lost Ken Nicoles.

Kenneth Lee Nicoles was born in McMechen, WV on Nov 21st, 1923. His family moved to Pittsburgh, PA and this is where he graduated from high school. He married his high school sweetheart after graduation. They later divorced. He was drafted during WW2 and served in the US Army Air Corps (which later became the US Air Force) as a radar observer on a B29 bomber. He flew 35 missions over Japan. After the war he stayed in the Air Corps and was an air traffic controller during the Berlin Airlift. While in Berlin, he met and married Fay Compton who was in Berlin with the British Army. They were married for just under 70 years when he passed away.

While in Berlin he purchased a Leica camera and became interested in photography. This interest later became a profession. After 26 years in the service he finally retired and he and his wife and 3 children settled in Wall Walla. He worked at Tallman's where they had a photography section. He later retired and became a professional photographer. He loved taking pictures, and later in his life was recognized lots of times by people whose picture he has taken.

He had a passion for flying and spent many years flying for skydivers in Walla Walla and later in Richland, WA.

He is survived by his wife, Fay, and six children.

PPA 2020 Awards & Degrees

Several PPW members were honored at PPA's Imaging USA 2020 in Nashville, TN. Congratulations to all.

Masters Degree

Alexis Sharpe
Mark Turner
Chris Wooley

Photographic Craftsman

Rich Breshears
Sandy Kolar

Imaging Excellence

Mary Jo Allen

2020 Image Competition

Well, we did it! Thanks to a herculean effort by a dedicated team of PPW members and judges, we managed to stage the first ever virtual "image" competition held on April 18, 2020. Kudos to Ralph Allen, Forrest Cooper, Faye Johnson, Anita Weston, Matt Weston, Chris Wooley, Rachel Wooley for all their hardwork. And thanks also to our Jury Chair, Tim Mathiesen and our judges Mary Jo Allen, Ed Matuska, Lance Johnson, Toni Harryman Johnson, Gena Tussey and Steven Winslow.

The Image Competition was "broadcast" over Facebook and [printcompetition.com](https://www.printcompetition.com). If you like to watch the "replay" on Facebook, you can find the video on the PPW Facebook page or go to <https://www.facebook.com/PPofW/videos/169350757597113>. The video is almost 6 hours long, but very informative. There's plenty of good discussion by the judges that you can learn from:

Competition Statistics

45 Total Cases

215 Images
0 Physical
215 Digital

Scoring

76-79:	61	28%
80-84:	110	51%
85-89:	29	14%
90-100:	14	7%

High Score: 100 (We Are Family by Sonja Yearsley)

Images of Merit

Here are some of the many Images that earned a merit (a score of 76 or higher) in the first ever Virtual Image Competition held April 18, 2021. These represent a broad cross section of the styles and subject matter of the images submitted to the competition. They may be different but all the images indicate the quality and professionalism of our image-making members. Thanks to all who submitted images.



Stand Your Post, Karissa Blunck



Living in the Harvest, Ralph Allen



U.S. Bank Building, Mike Busby



1906 Revisted, Mark Gardner





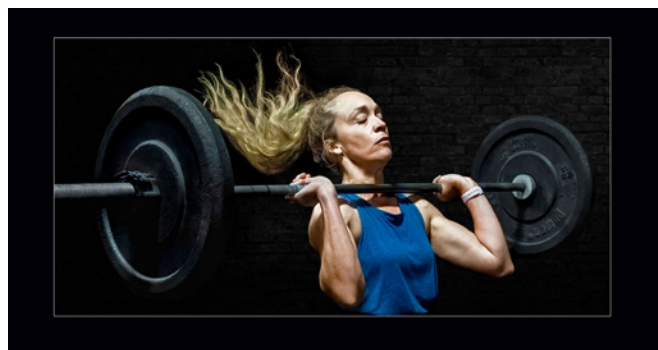
Scan the QR code to receive texts from us!

We will send you a link to download our mobile app, and give you a special promo code in April exclusively for PPW members!

Can't get the QR code to scan?
Text PPW to 800.728.2722!

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Power and Serenity, Johnny Walker



Modern Living with Nature, Forrest Cooper



Downstairs, Joe Becker



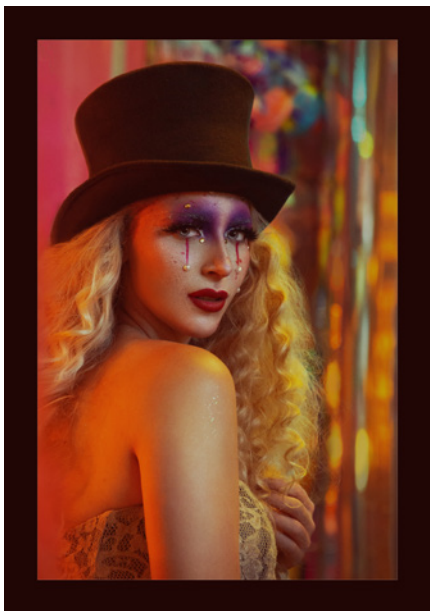
Stripes, Chris Wooley



Suitcase Full of Dreams, Julie Fitzpatrick



Remember Me, Ernst-Ulrich Schafer



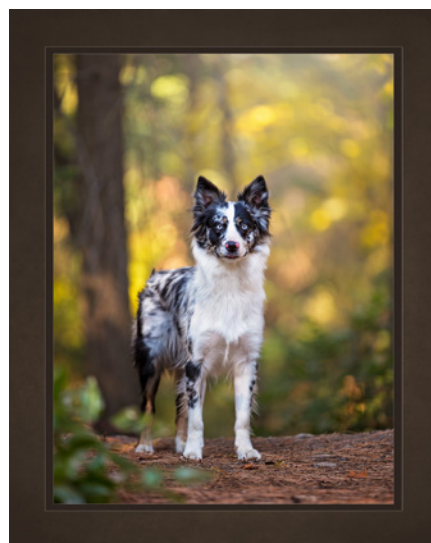
Welcome to the Circus, Alexis Sharpe



Freedom Run, Jamie Morgan



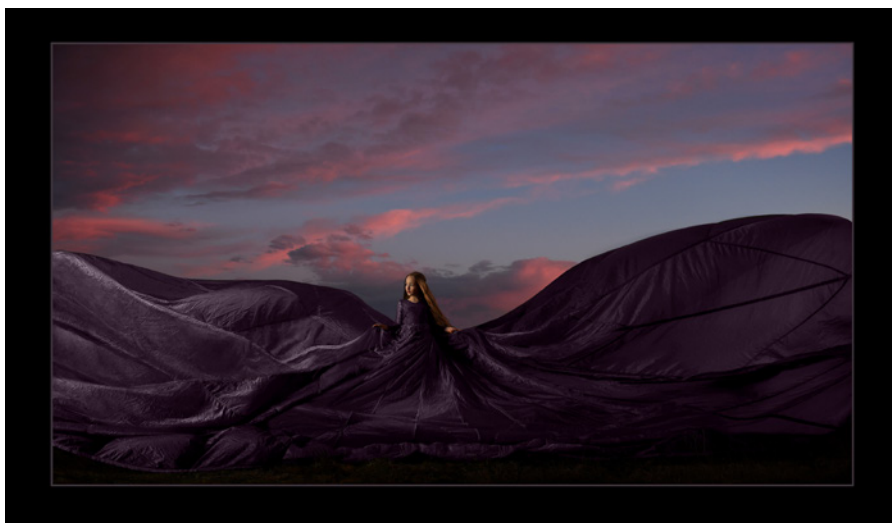
Curious Eyes, Laurie Campolo



*Ice Like Ice, Nose Like Rose,
Rachel Moore*



Bird What Bird, Judy Devine-Geuther



Gone with the Wind, Kari Stuckey



The Goal, Stacy Tyler



Blushing Majesty, Mary Ann Breshears



After the Performance, Amy Cooper



Closing in Fast, Carla Conrad



Don't Call Me Powderpuff, Rich Breshears



Maybe If You Hum a Few Bars, Andrew Crain



Full Force, Heidi Swoboda



Bridging the Gap, Chris Wood

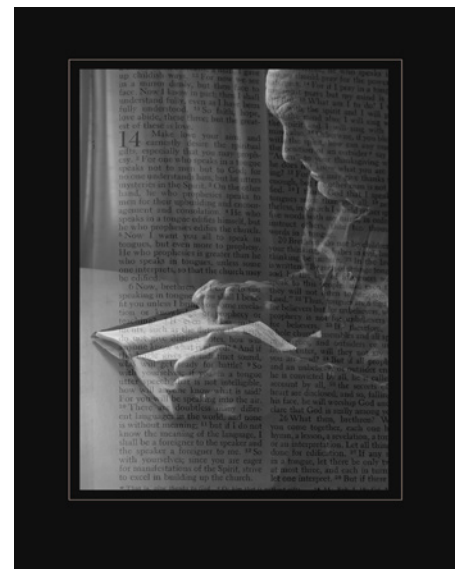


The Watchman over the River, Marie Martineau-Sandberg

Welcome New Members

Roxanne Best, Okanogan
 Hiedi Bulkley, Spokane
 Mykaela Faulconer, W Richland
 Richard Duwe, Marysville
 Tammy Dwight, Auburn
 Emily Kistler, Bothell
 Alyssa Kostler, Spokane
 Kirsten Lundgren, Kennewick
 JR McCurdie, Cour d'alene
 Jamie Morgan, Vancouver
 Michael Mullen, Spokane
 Mrityunjay Sani, Pullman
 Marina Shipova, Sequim
 Ashlee Winlow, Deer Park

We look forward to getting to know you and your participation in PPW. Remember, you get out it what you put into it. So don't be shy.



Devoted, Joanne Murray

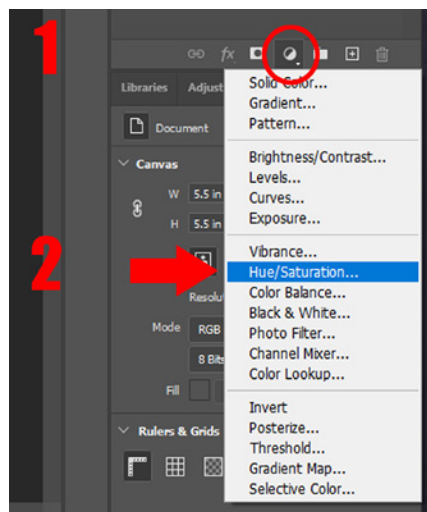
Red Skin Removal in Photoshop

by Chris Wooley

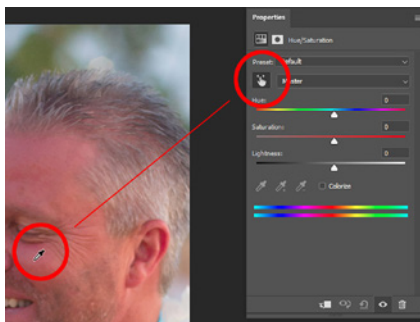
Red skin just doesn't look good in portraits (for the most part). It might be a flush face, a bad sunburn, or a bit too much whiskey. But red faces show up in our images and we want to reduce the effects. This is a quick tutorial for turning that sunburn into a tan.



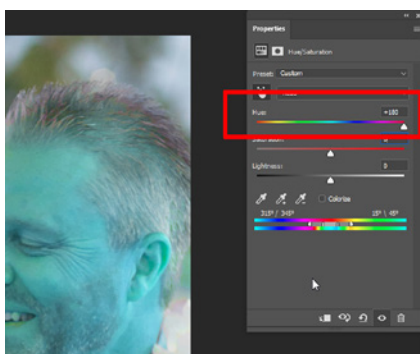
1) Open your image in Photoshop



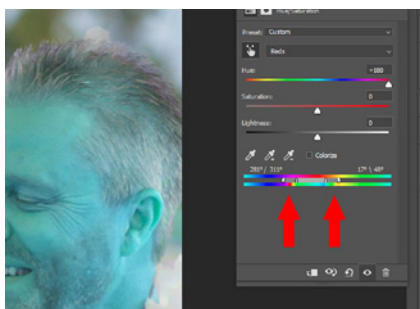
2) Create a Hue/Saturation adjustment layer (Tip: Make sure it is an adjustment layer).



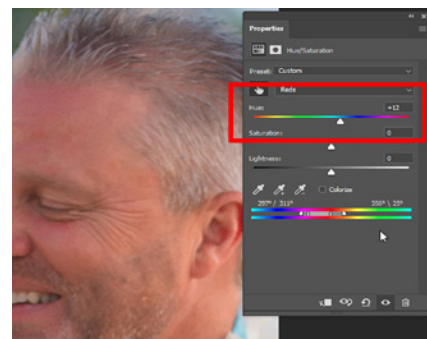
3) With the "select" icon active, use the eyedropper tool to sample a red color from the image. This will automatically select your reds.



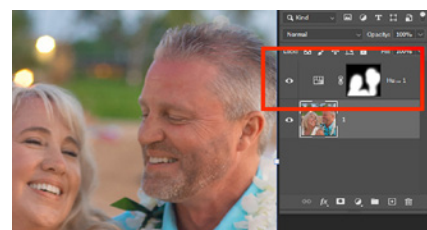
4) Change the Hue to +180. This will likely turn your subject blue or green, which is what we are after. It is a dramatic change that will allow us to see which parts of the image are being affected by this adjustment layer.



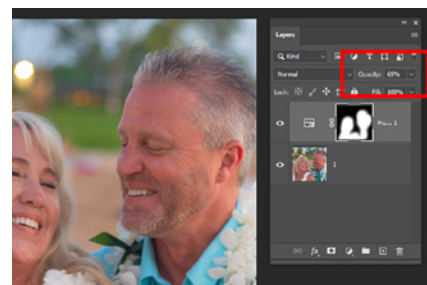
5) Use the four sliders below to fine-tune the range of colors that are selected based on your image. The more precise you are, the more accurate your colors will be; for example, you might make it so only the face is selected while the background color isn't affected. I recommend staying close to: 296*/325* 355*/25*



6) Change the Hue to +12 (Usually between +10 to +14). This changes the REDS to Tans by removing magenta.



7) Optionally: Create a mask (Black) and paint (White) the red skin you want to be changed.



8) Reduce the opacity to your desired level. I prefer to let the natural "red" shine through on an image for greater realism. My preferred opacity is 65%.

This quick little process will help your skin tones look more natural. To speed up my workflow, I created an action that does most of the work for me; I just press the button and it automatically creates the adjustment layer set to my standards. If you make your own, create an action following steps (2, 5, 6, 8).

District Reps

Northwest:

Elena Scott

contact@elenaphotography.com

Elena has been a professional photographer since 2005 and specializes in family photography including family, children and senior portraits as well as weddings.



Andrew Crain

andrew@crainphotography.com

Andrew is a PPA Certified Photographer and has been a member for more than 20 years. He was also an active member of their Seattle affiliate, where he was a board member and Fellow. He began his career as a wedding photographer working for a studio in Seattle. He and his wife, Julie, started Crain Photography in 1995. They now have a studio in Burien, offering headshots as well as family and high school senior portraits. He is now enjoying working towards a PPW degree.



Eastern:

Jeff Schindler

jeff@schindlerphotography.com

Jeff is a PPA Certified Photographer, and a CPP Liaison. Has been in business since Sept 1997, has been active in Photography trade organizations since 1992. Earned his Bachelors Degree in Industrial Photography from Brooks Institute of Photography in Dec 1993. Moved to Chicago and apprenticed with Hedrich Blessing Photographers for 3 years, Worked with tenacity under many of Chicago's internationally recognized commercial photographers for ten years, then moved to Los Angeles pursuing

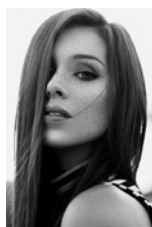


commercial photography endeavors. January 2010 started over back where my life began the Pacific Northwest, Spokane WA. I love snow skiing anywhere around the NW and west coast. Have been members of PPA / PPW since 2014, finally getting more involved and working towards PPW/PPA degrees.

Alexis Sharpe

alexis.sharpe.photography@gmail.com

Alexis is a 23-year-old PPA master photographer who specializes in fantasy and underwater portraiture. She has had a love for photography since the age of 7 and started her photography business at 16. In her free time, Alexis enjoys travel, adventure, and yoga.



Central:

Your name could be here

Please contact Faye Johnson or Rachel Wooley.

Southwest:

Jon Sandberg

kcsobat64@hotmail.com

Jon is the sherpa, certified drone pilot and second shooter for Timeless Memories Photography. Retired deputy sheriff, Army Reservist, and federal civil service. He's held certifications as Hazardous Device and HazMat Technicians, Confined Space / Collapsed Structure Technician and utilized photography in all of these specialties.



Joni Atkinson

simply_statedphotography@wavecable.com

Joni Atkinson, AFP has been a member for 20 years. She does portraiture, seniors, family and business photography for her business Simply Stated Photography which is located in Gig Harbor. She's excited to be on board and giving back to PPW.



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Images of Merit: *We are Family*, Sonja Yearsley