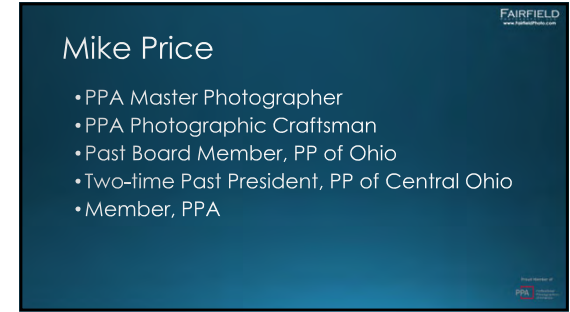




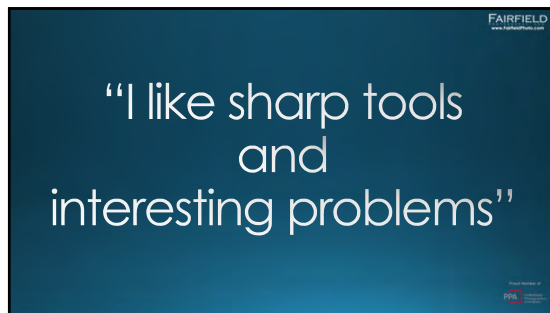
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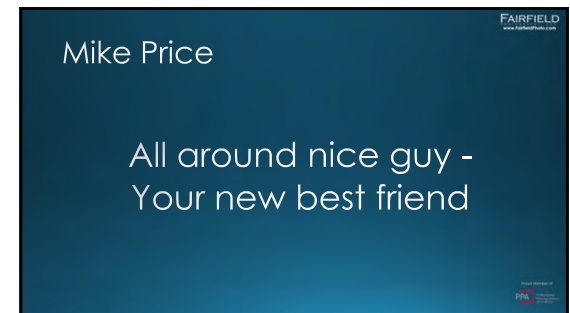
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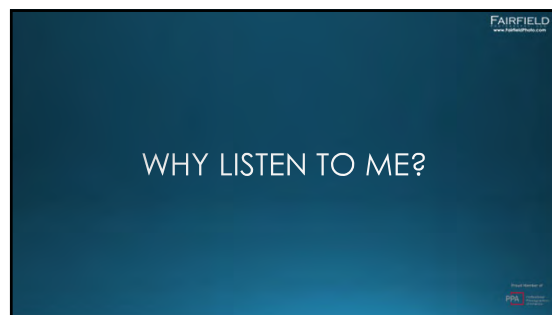
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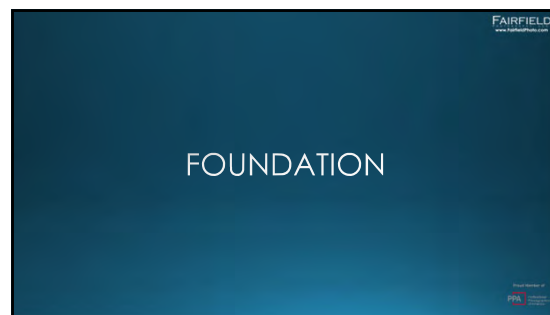
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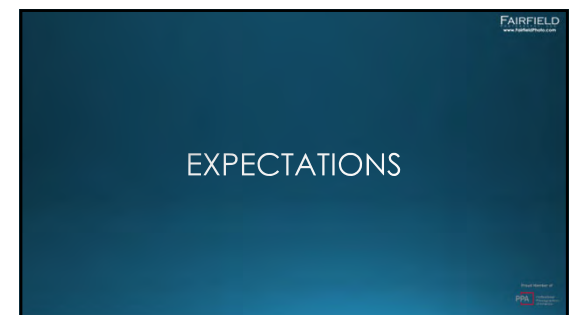
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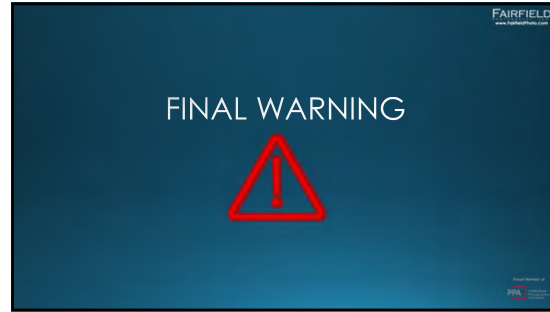
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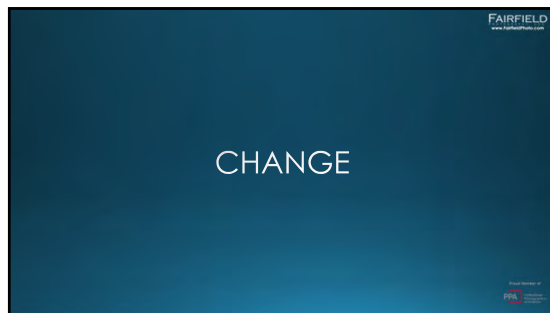
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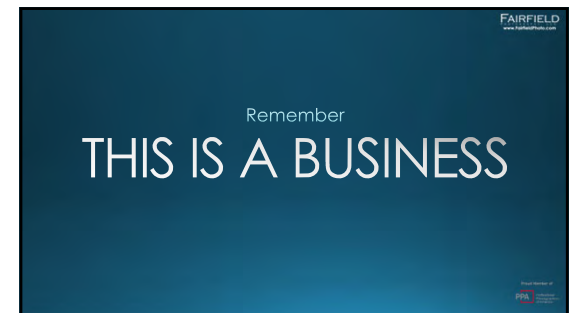
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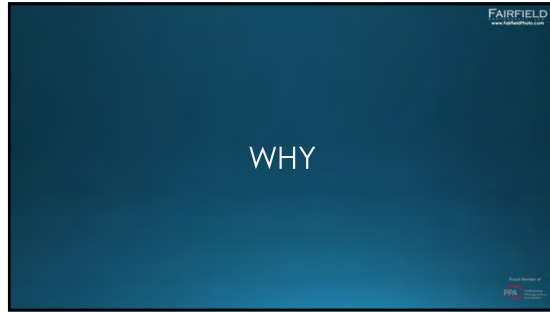
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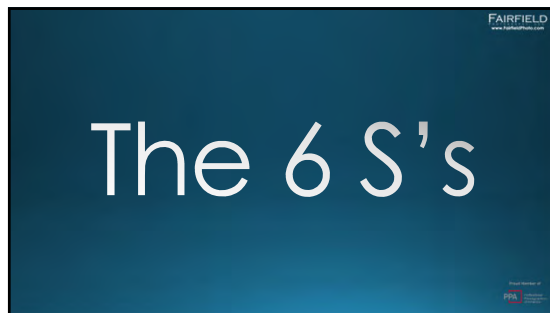
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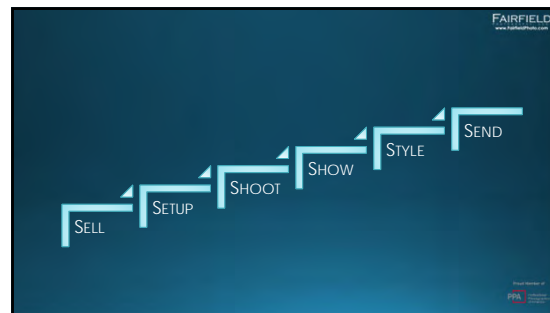
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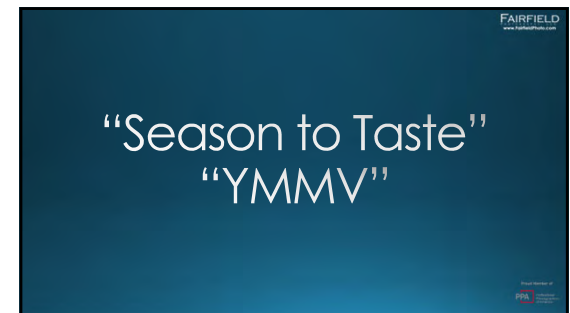
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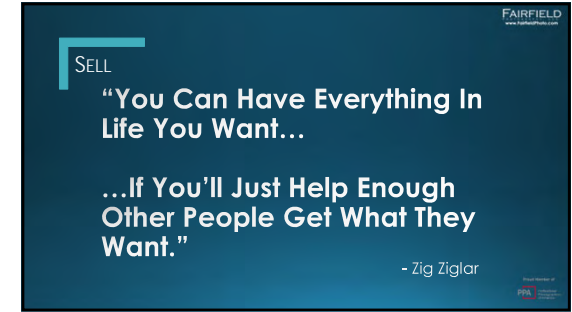
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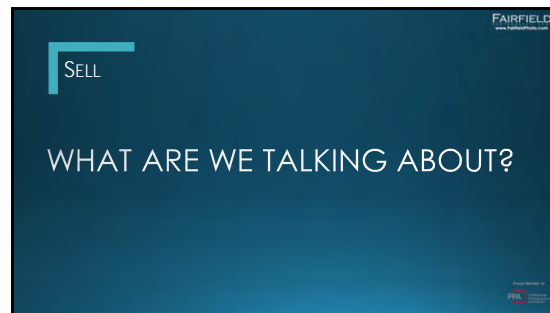
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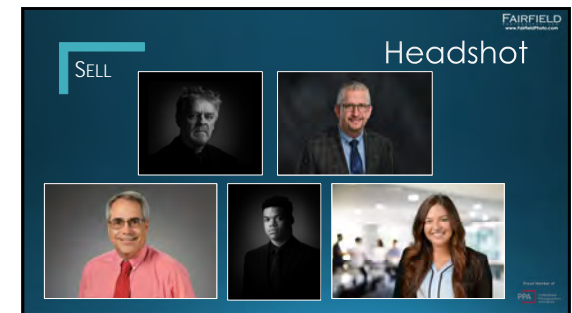
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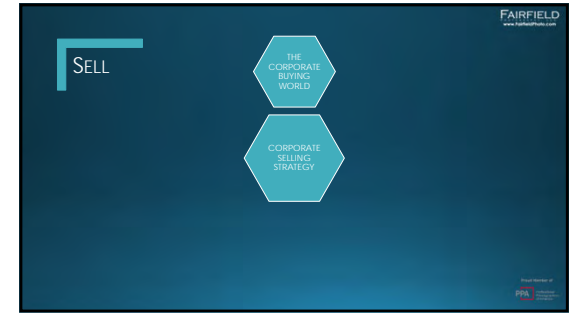
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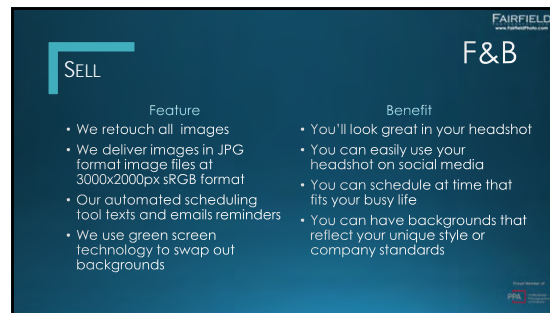
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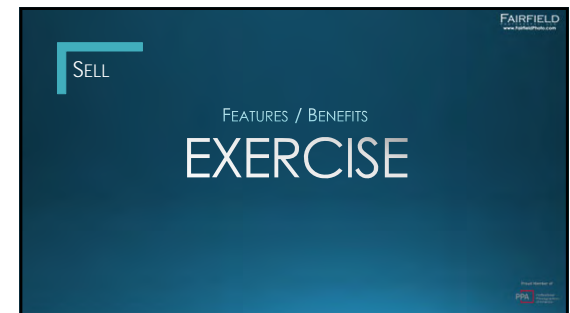
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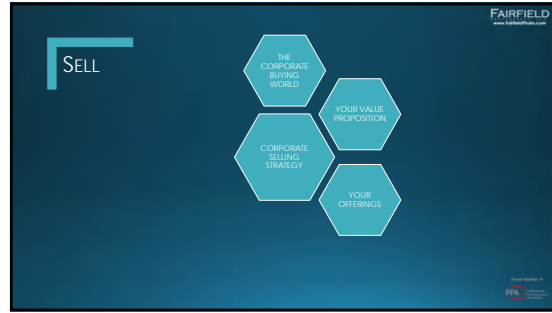
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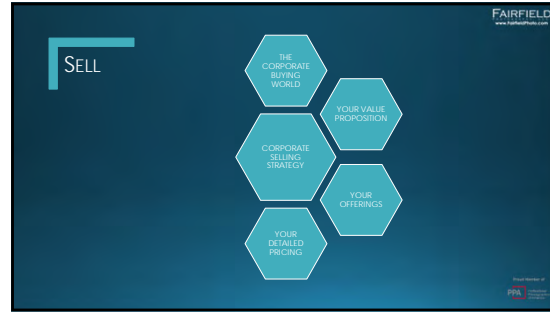
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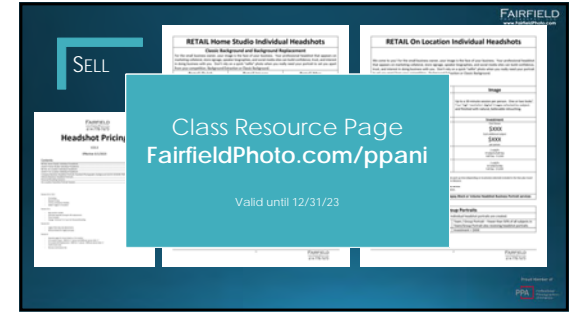
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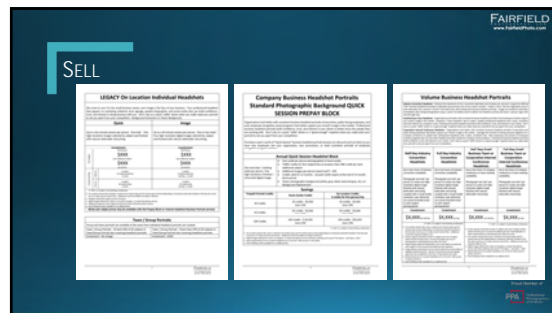
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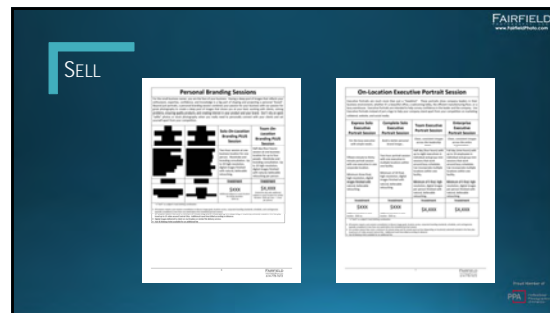
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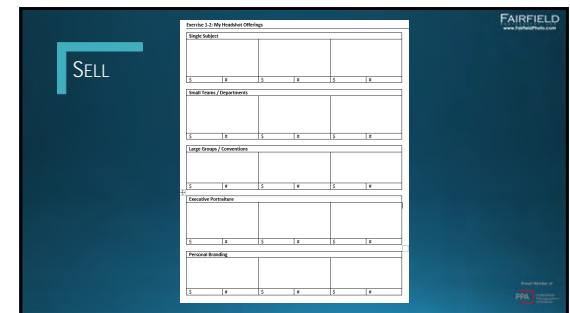
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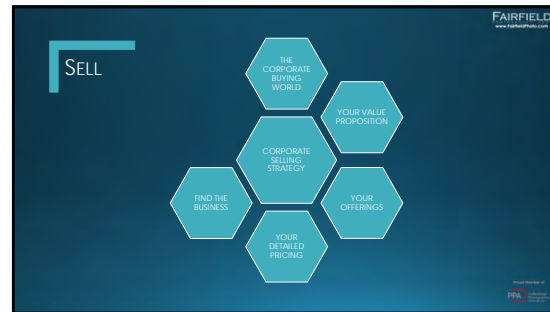
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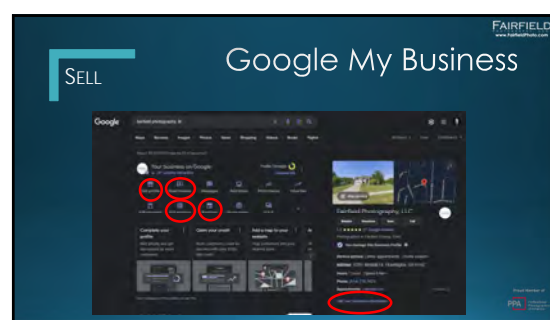
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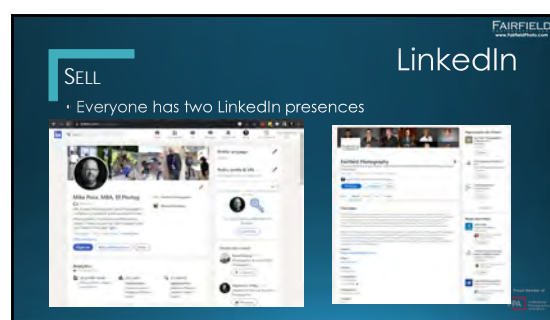
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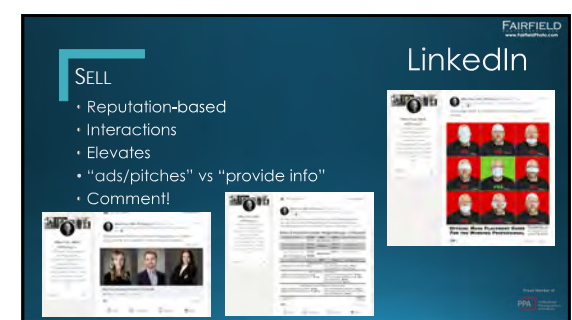
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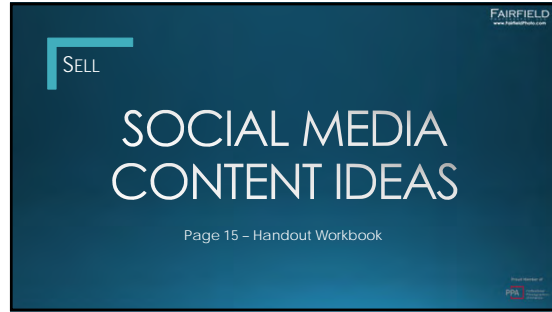
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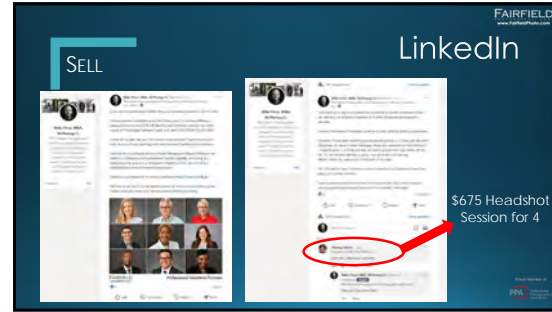
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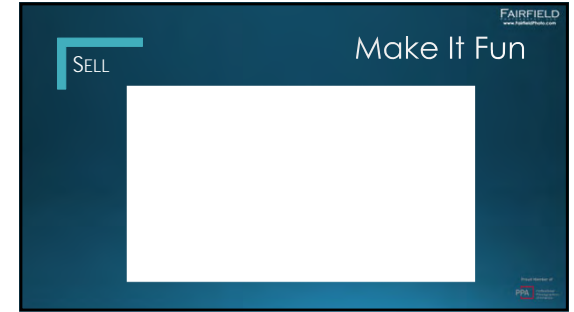
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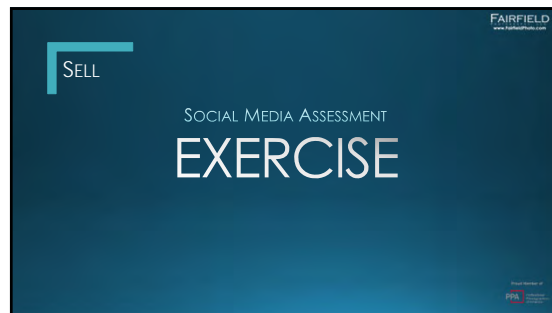
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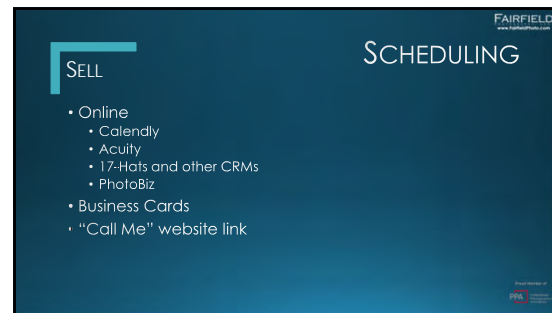
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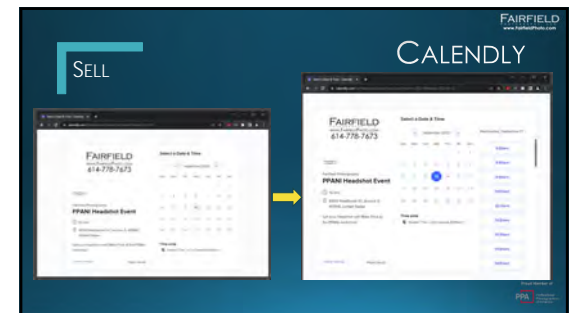
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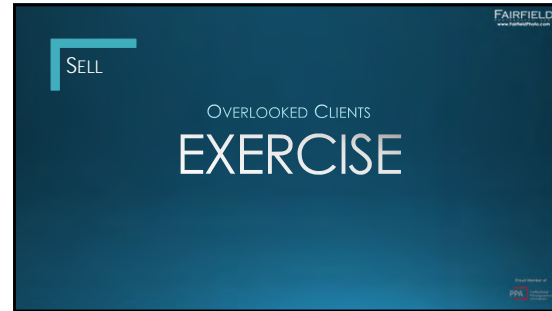
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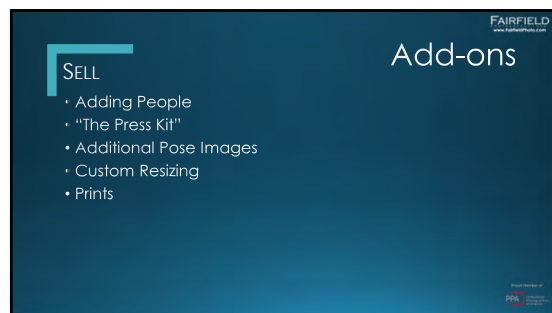
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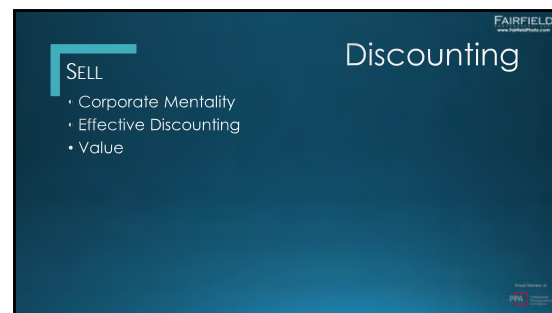
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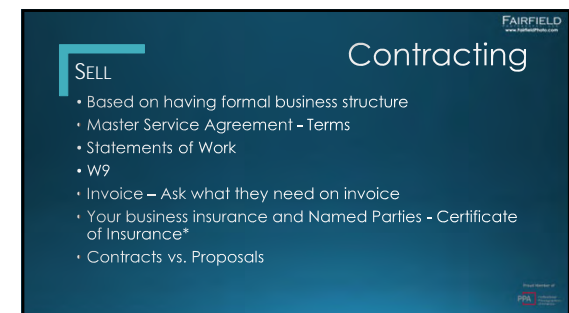
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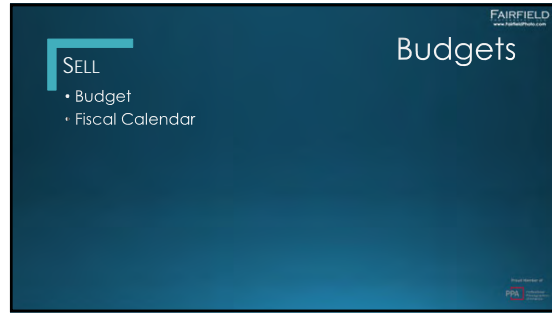
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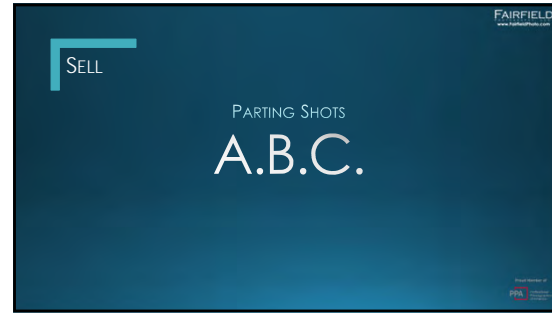
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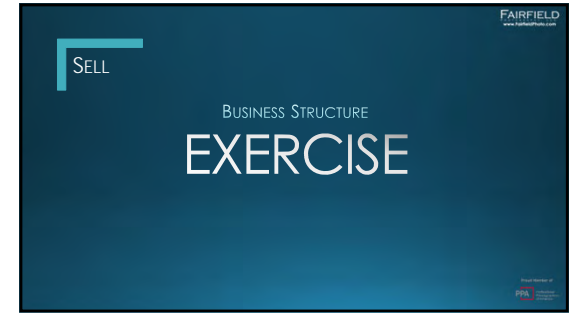
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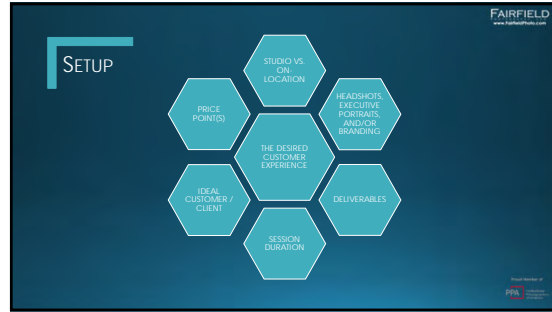
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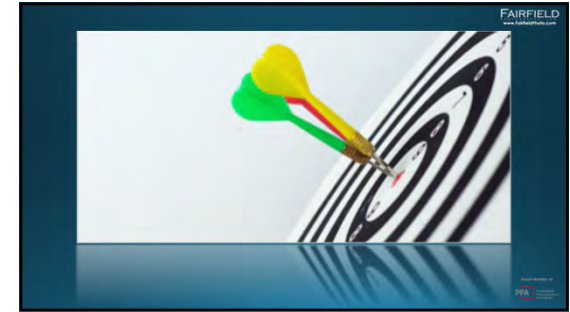
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SETUP

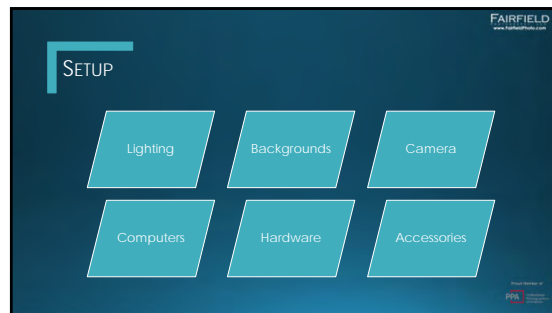
WORKING ON YOUR BUSINESS

EXERCISE

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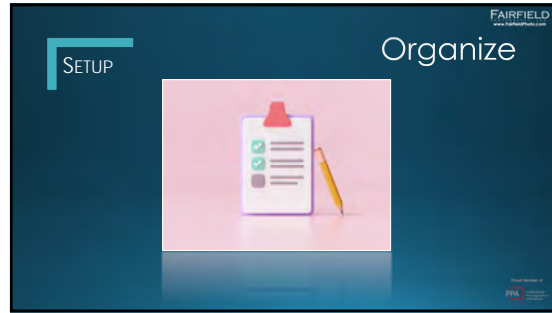
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SETUP

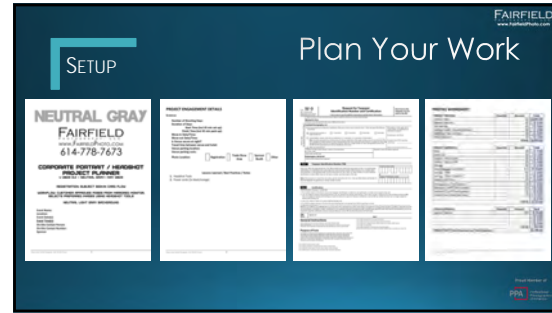
WORKING IN YOUR BUSINESS

EXERCISE

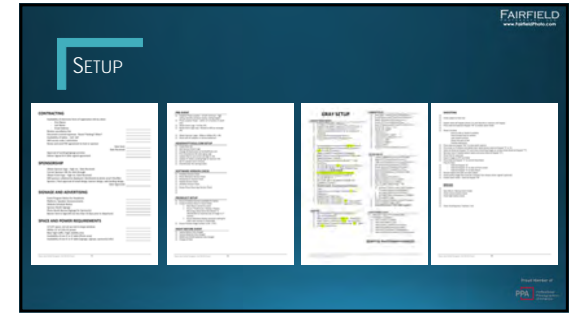
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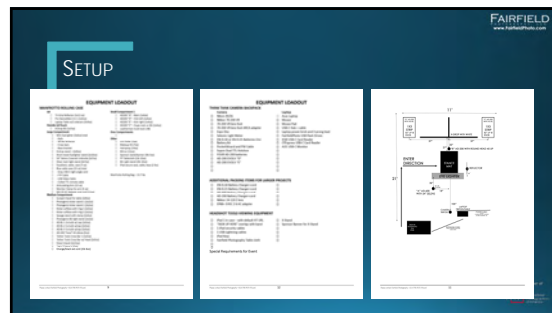
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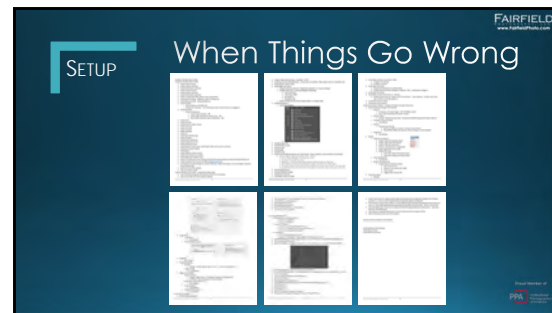
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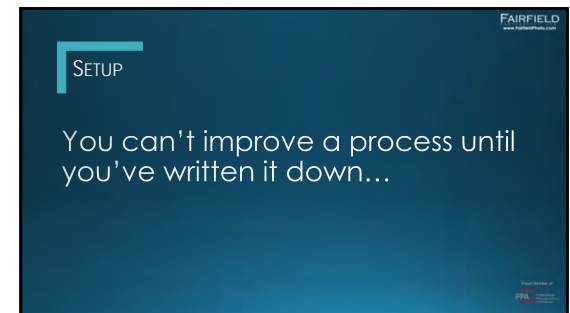
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SETUP

Practice and Rehearse



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SETUP

PARTING SHOTS

PRACTICE VS. REHEARSAL

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SETUP

Practice vs. Rehearsal

<p>PRACTICE</p> <ul style="list-style-type: none"> • Improve skill • Mistakes permitted • Make changes • Takes a lot of time • Personal event • Done in bits & pieces 	<p>Rehearsal</p> <ul style="list-style-type: none"> • Preparation to perform • No mistakes • Perfect execution • Done just before event • Group event • In sequence, same timing
---	--

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SHOOT

SHOOT


For most of us, this is the easy part...

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SHOOT

PLEASE COMPLETE AND GIVE TO PHOTOGRAPHER

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614-778-7673

EMAIL ADDRESS: _____

IF PROVIDING YOUR OWN ADDRESS, PLEASE BE PREPARED TO SET UP YOUR OWN MAILING

YOUR NAME: _____

PLEASE CHECK ONE BOX OF YOUR PHOTOGRAPHY NEEDS, THANK YOU.

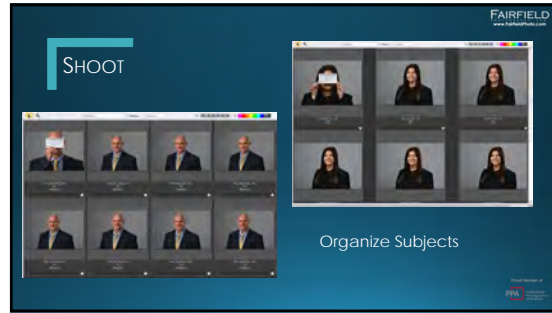
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8877 8877

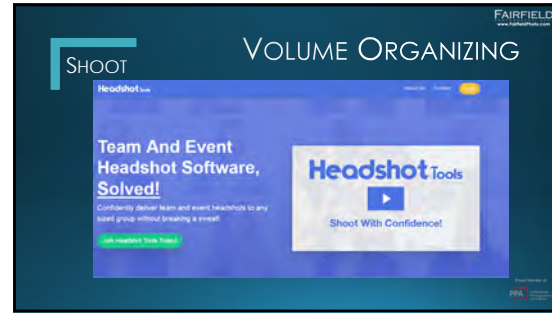
Tracking Subjects

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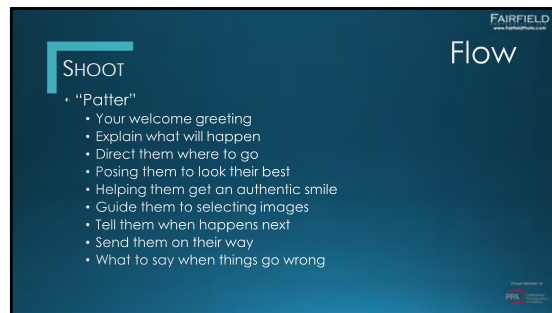
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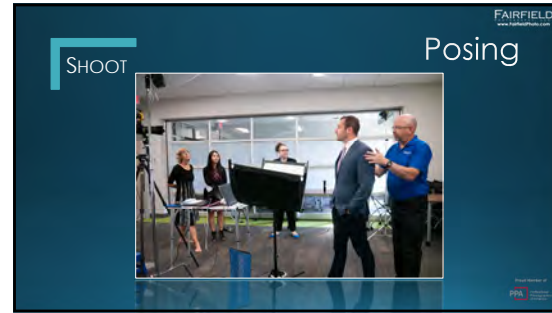
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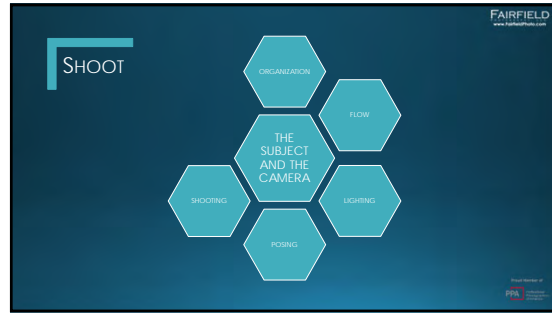
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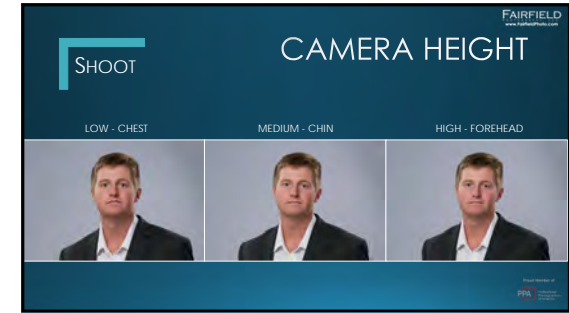
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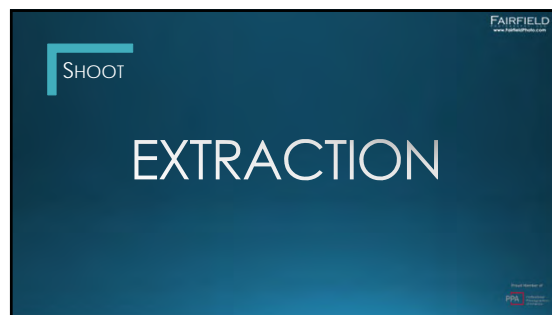
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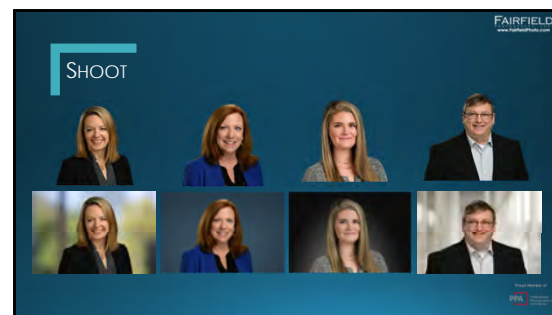
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SHOOT

PARTING SHOTS

KEEP SESSION NOTES

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PPA

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SHOOT

Client Headshot Style Guide

Client: Universal Experts

Background: Chromakey Green - Right shoulder with background highlight

Posing: One pose, typically looking camera right

Dressing: Business formal

File Naming: <Client> - <Name> - <CNC> - <Date>03-18

Delivery: JPG digital file, 3000, 3000 Crop Retouch, 3000x long edge

SAMPLE IMAGES

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SHOOT

LET'S SHOOT

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PPA

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SHOOT

REVIEW

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PPA

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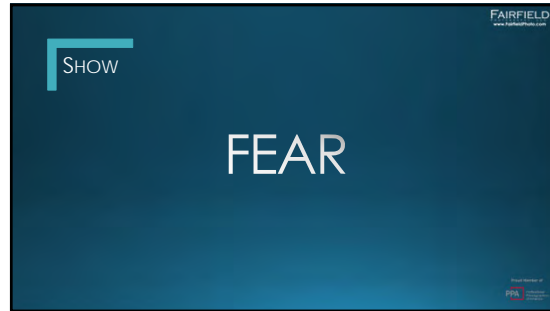
SHOW

SHOW

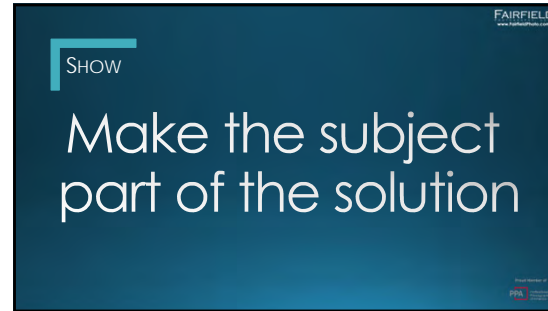
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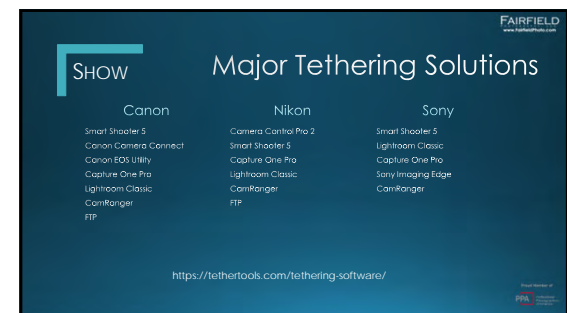
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SHOW Tethering Key Points

- KISS
- Use a solution you can master confidently
- USB max distance is 15' without a booster
- Have a backup plan
- Wired is faster than wireless

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SHOW Wired vs Wireless

NIKON Z 9 RELATIVE TETHERING SPEEDS
Test Data: 20 Raw+JPG images shot at 20 fps

Camera:
2.5x Firmware 3.0
Lenses Compressed Raw
Large Fine Quality JPG

Laptop:
Padojo FTP Server - RAW mode
Camera Control Pro 2 v3.35.1
Windows 11 ASUS Dual Pro 8 Laptop

Connectivity:
Capable Ethernet adapters/cables
GL Net SGM8003 10Gb router

Setup:
Start stopwatch on shutter press, stop on last image of FTP log

FTP Method	Time (seconds)
Ethernet 2.5 Gbps to PC	0:36 1:50
Ethernet 10Gb Router	0:56 1:01
Ethernet 1 Gb Router	N/A 3:15
USB 10Gb to PC	3:01 3:25
Wireless 5GHz Infrastructure 10 to Router	3:20 4:15
Wireless 5GHz Ad-hoc 10 to PC	9:07 9:25

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SHOW Vendor-Specific Tether Software

PROS CONS

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SHOW Lightroom Classic Tethering

PROS CONS

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SHOW Smart Shooter 5

PROS CONS

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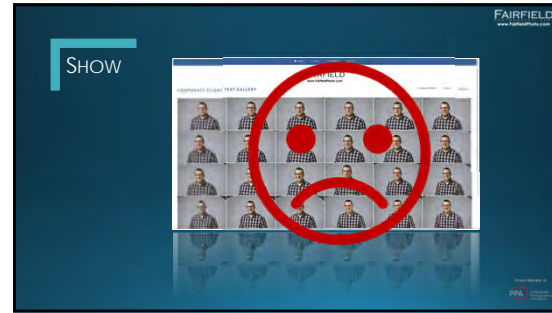
SHOW Capture One Pro

PROS CONS

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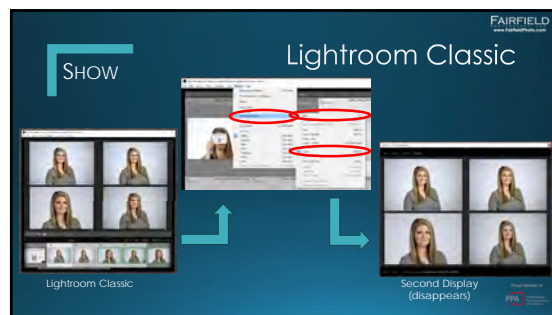
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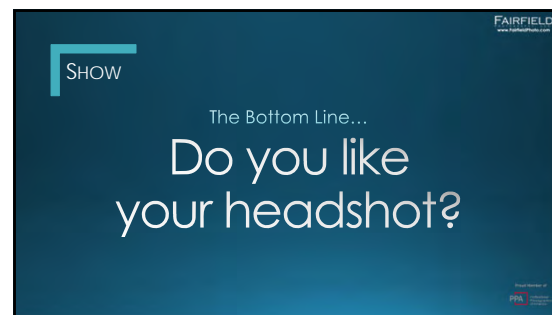
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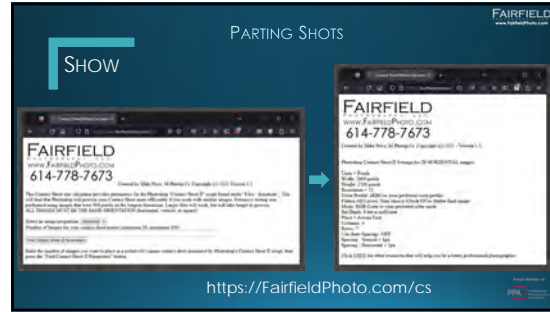
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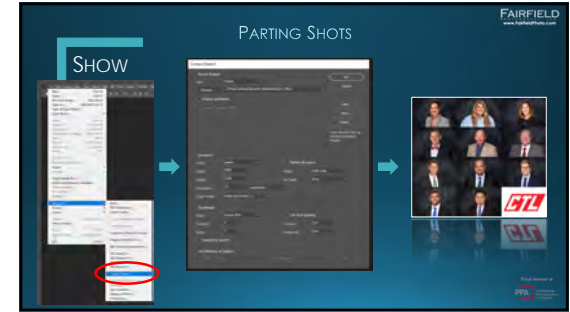
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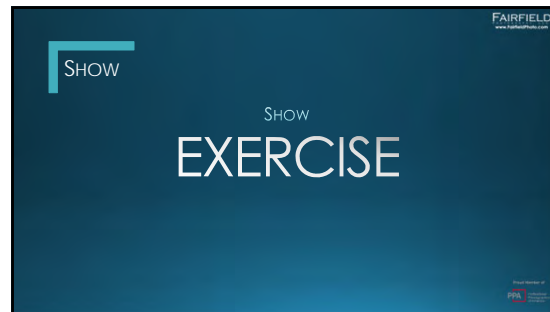
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STYLE

IN-HOUSE OR OUTSOURCE

POST-PRODUCTION / RETOUCHING / POLISHING

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STYLE ProSelect / Perfectly Clear

Great for on-the-fly volume headshot projects with immediate delivery

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STYLE Retouch 4 Me

- Photoshop Plug-Ins
 - Heal
 - Dodge and Burn
 - Fabric **Mattier!!!!!!!**
 - Eye Bundle
 - Skin Tone
- <https://retouch4me/>

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STYLE Other Retouching

- Recipe – Capture 1
- Preset – Lightroom
- PS Plug-in - Portrait Professional
- PS Plug-in - Imagenomic Portraiture
- AI Program - Evoto
- Outsource - Retouchup.com
- Outsource - Rebooku.com

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STYLE

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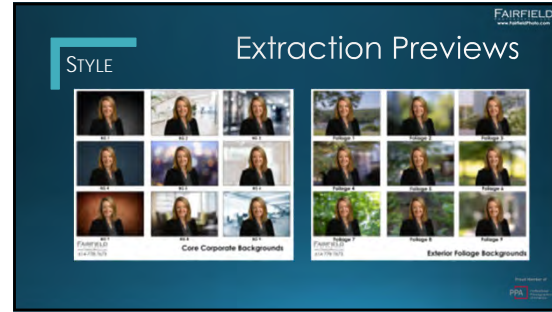
DEFINING YOUR STYLE(S)

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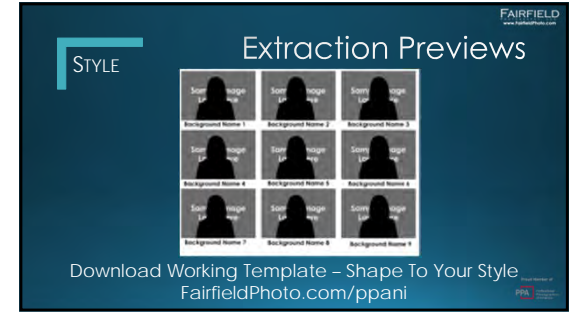
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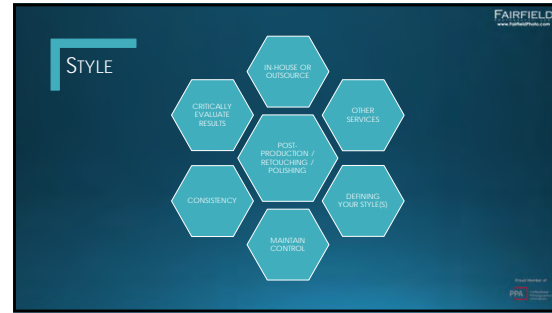
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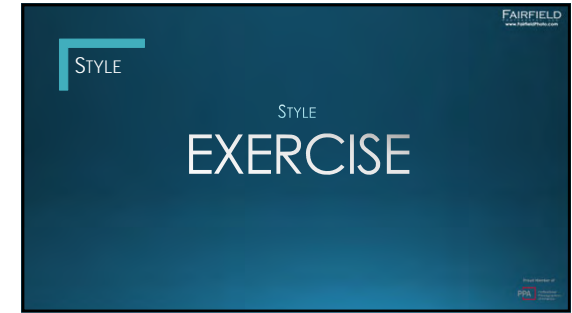
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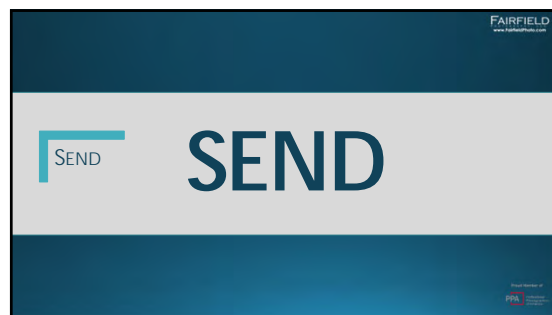
145



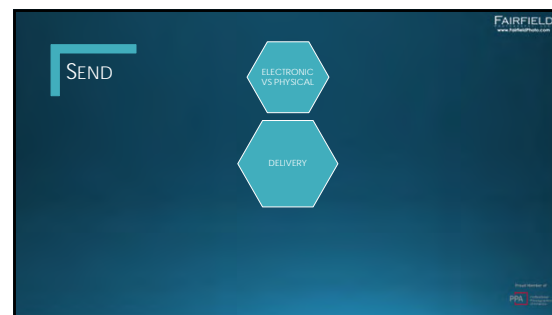
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147



148



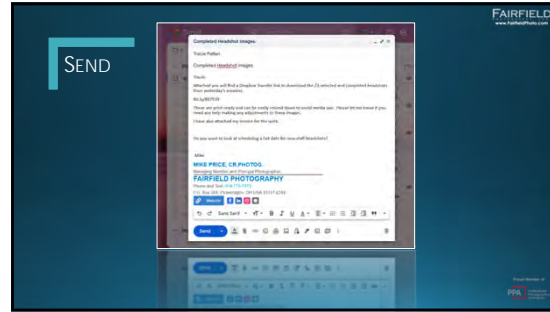
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150



151



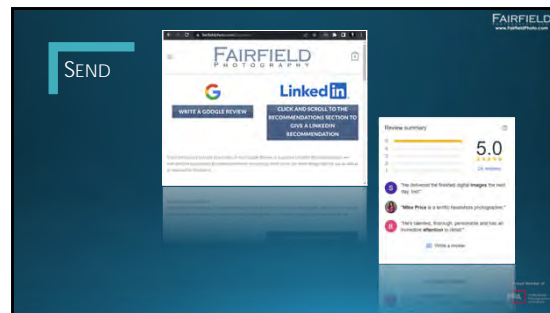
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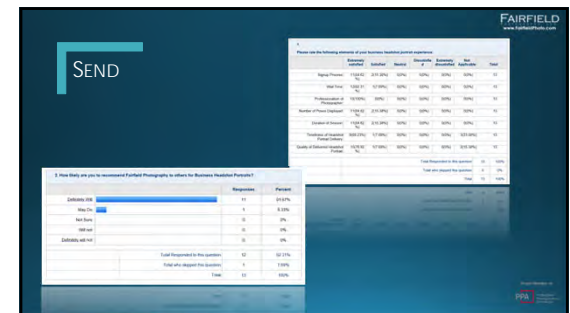
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154



155



156



157

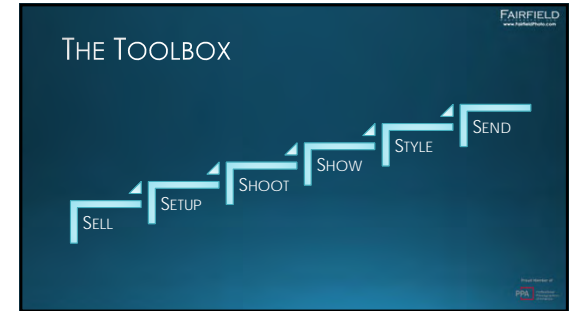
SEND

SEND EXERCISE

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158



159

CULMINATION

EXERCISE

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160

CAN YOU SEE MY "WHY"?

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161

If you have been actively participating...

You Don't Have Any Reasons Not To Be Excellent

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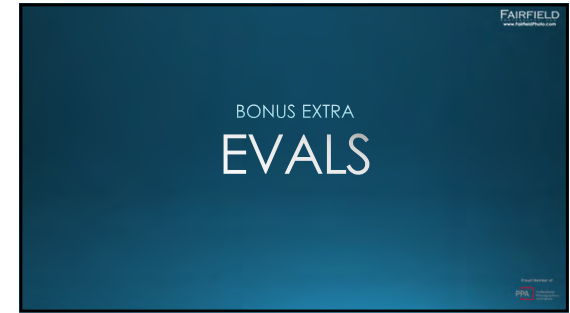
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163



164



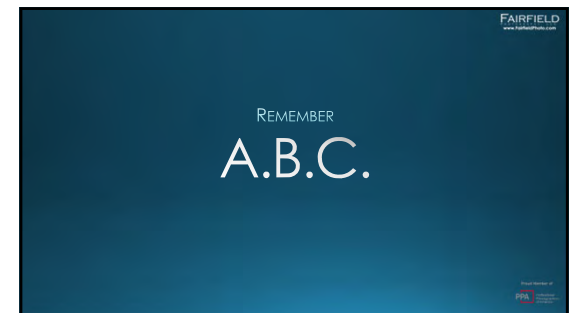
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166



167



168



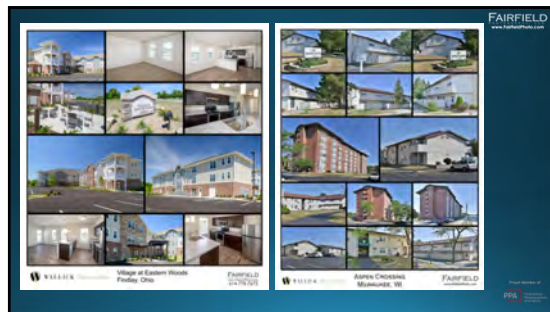
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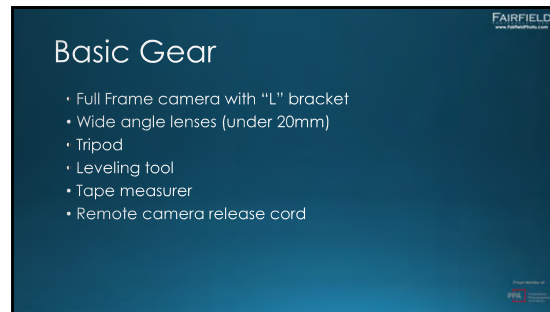
170



171



172



173




174

Handy Accessories

- Shoe covers
- Door stops
- Circular Polarizer
- Glass cleaner and paper towels
- 16' light stand with small ball head

175

Checklist



176

No Tilt-Shift? No Problem.

- Measure room height
- Camera on tripod
- Use level tool to ensure camera is level
- Put lens at 1/2 room height
- Perspective adjusters in Lightroom Classic

177

No Drone? No Problem.

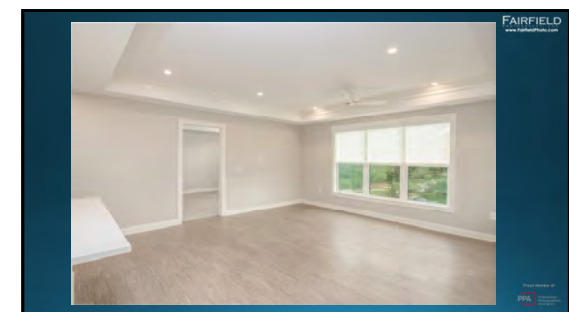
- Small ball head on tall light stand
- Camera on ball head
- Safety cable on camera
- Pre-focus scene
- Put camera up
- Self-timer or remote trigger
- Bracket

178

Lessons Learned

- Small places
- Reflections
- Auto focus
- Depth of field
- Tripod
- What sells?

179



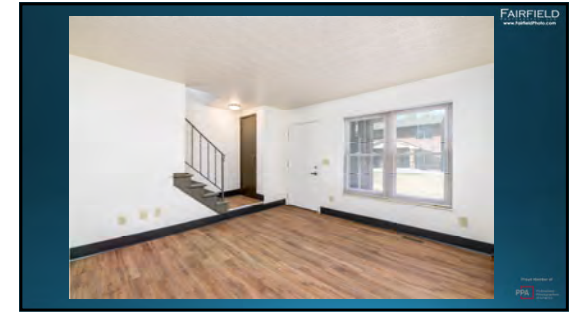
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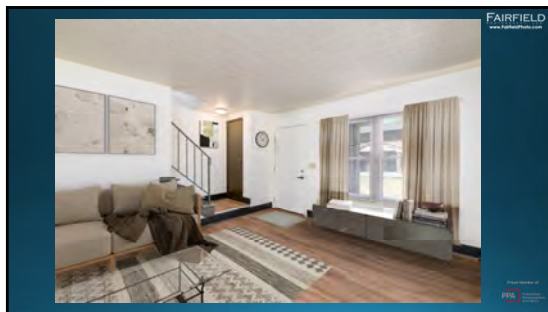
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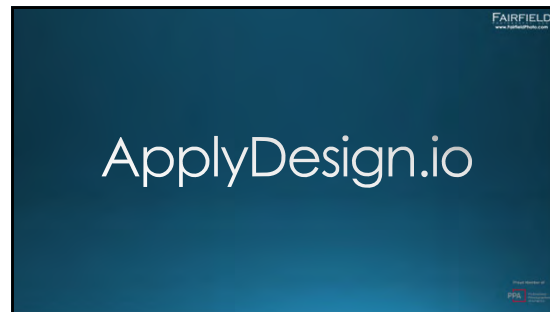
182



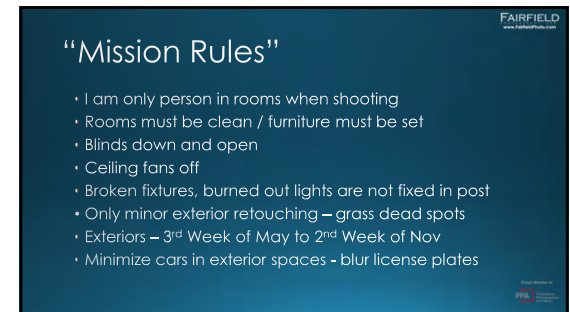
183



184



185

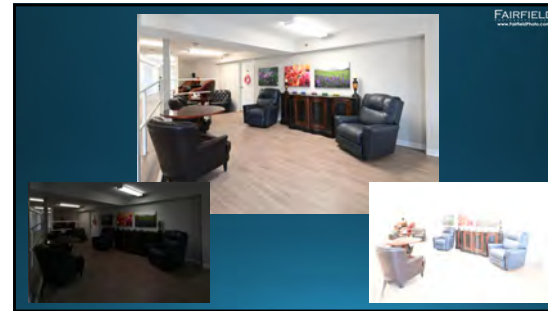


186

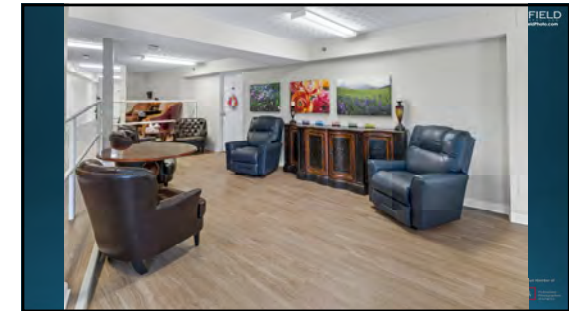
Shooting Technique

- Shoot raw
- HDR - three image bracket (-3, 0, +3)
- Eliminate movement in scene
- Shoot from corners
- Focus check – mirrorless magic
- Interiors – two walls
- Spaces
 - Common spaces
 - Exterior
 - Signage
 - Unique floor plans – All rooms

187



188



189

Checklist

2D UNIT: Real Estate Worksheet

Add Photos

Living Room	Completed
Kitchen	Completed
Bathroom	Completed
Bedroom	Completed
Entry	Completed
Staircase	Completed
Garage	Completed
Backyard	Completed
Frontyard	Completed
Driveway	Completed
Pool	Completed
Other	Completed

Living Space

Common Space

190

Post Process Technique

- Outsource image stacking/blending
- Review when stacking complete
 - Add sharpening
 - Adjust final color if needed
- Resize to client requirements
- Deliver

191

Marketing/Selling

- Basic Property Service
 - Up to 2 hours
 - Common space
 - Up to 3 living spaces
 - Preset plan
 - Post processing
- Expanded Property Package
 - Full day / half-day rates
 - Work with marketing, designers, decorators
 - Flexible shooting and collaboration
 - Highlight smaller amenities
 - Post processing
- Plus expenses, drone add-ons, non-productive travel time

192



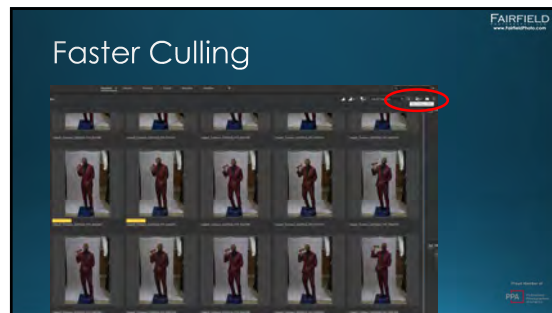
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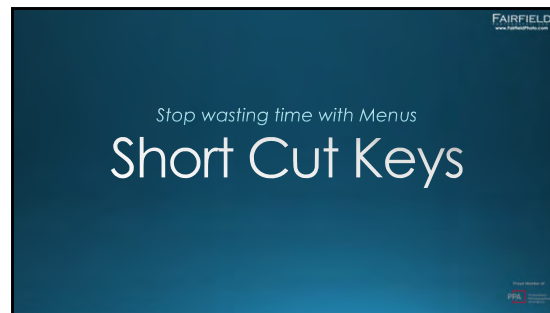
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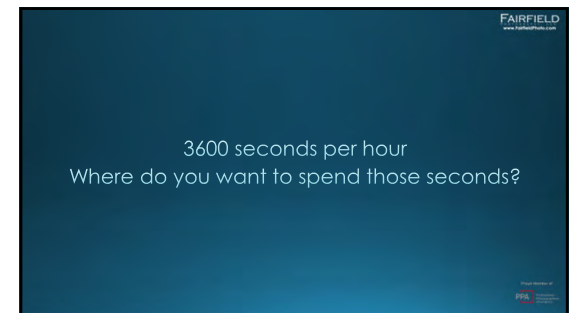
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196



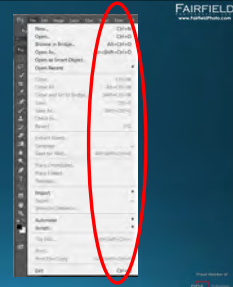
197



198

Shortcut Keys

- Common menu options have default shortcut-keys
- Displayed on menu drop-downs

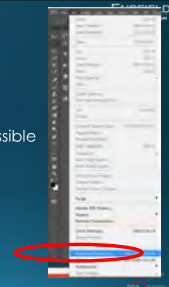


Time saved: time lost "mousing" around menus.

199

Make Your Own Shortcuts

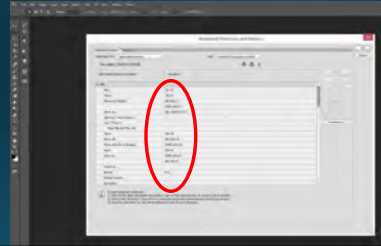
- Customize shortcut keys
- Bias toward non-mouse hand when possible



Time saved: reduce "mousing"

200

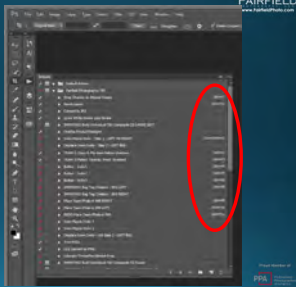
Customize Shortcut Keys (ALT+CTRL+SHIFT+K)



201

quick wins... shortcut keys

- Shortcut keys: Actions too!



Time saved: reduce "mousing"

202

Please...For all things Holy...Learn...

- Ctrl/Command + X (Cut)
- Ctrl/Command + C (Copy)
- Ctrl/Command + V (Paste)
- Ctrl/Command + Z (Undo)

These are STANDARD in nearly every Windows and Mac program you will ever use.

203

Other Customization

Reduce distraction
Focus on what you use most

204

Customize Toolbar...

- Custom toolbar
- Hide tools you never use
- "Unbundle" stacked tools
 - Marquee
 - Lasso

my two most used marquee tools
all three lasso tools on toolbar
no other tool clutter!!!
Icon to access all other tools

Time saved: reduce clutter- find common tools faster

205

Customize Toolbar

Bottom of "Edit" menu dropdown

206

Customize Toolbar

- Reset and Preset

Restore defaults
Save favorite layouts to a preset

207

Customize Menus

- Change what menu options are displayed

Time saved: reduce clutter- find common commands faster

208

Color Menus

- Colorize menu options to find them fast for specific functions

Time saved: find common commands faster

209

Customize Menus

- Turn menu display on and off

View "hidden" items at bottom of each menu dropdown

210

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Pop Quiz

1. How much time do you think you will save in a day?
2. What did you determine earlier that your personal "hourly rate" was?

How much money did you just save per day?

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211

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LET'S CHAT

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212

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The Six "S's" of Headshot Portraiture

Mike Price, M.Photos.Cr.

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213