



What to Consider When Hiring a Photographer

Whether you choose to have us capture your images or another photographer, here are some important things to consider to help you make the choice that's right for you.

Should I go with a professional?

With the recent explosion of the digital camera market, and even smart phones that take amazing photos, why should you go with a pro? An expensive camera does not make a skilled photographer any more than an expensive stove makes a great chef. Just because your friend, co-worker, or relative may have a high-quality digital camera, does not mean he/she is a great photographer. While good “over-the-counter” equipment does help the average consumer up their game, a professional photographer brings: education, experience, artistic vision/approach, and a creative eye, those things can't be bought at the electronics store! Pro photographers also edit & retouch images as well as design beautiful finished products for you.

Ms. Studios uses professional equipment and is backed by years of education and experience.

How long have they been a photographer and are they actually in business?

Actually being in business means: they take their craft seriously, they are likely insured should something go wrong, that there is an agreement that clearly defines what you can expect from them, and that they'll probably still be around next year when you want/need portraits done again because it's not just a hobby for them.

Ms. Studios is a fully licensed LLC with the state of Texas.

Are they affiliated with any professional organizations, such as TPPA & PPA?

There are many good, quality photographers who are not associated with these organizations, not being a member does **not** mean the photographer is not good. But, these organizations have certain standards and if your photographer **is** a member of either of these organizations it means they have access to continuing education, the support of their peers, and a higher likelihood of providing professional level work.

Tammy Allen, of Ms. Studios, is a member in good standing of both TPPA and PPA.

What type of photography do they specialize in?

There's an old southern expression that says, “you can't chase 2 rabbits and hope to catch either one”. It's uncommon for a professional photographer to photograph every genre as they often specialize in one or sometimes two specialties. For example, a photographer who specializes in newborn photography might not be the best candidate to shoot your wedding and vice versa. You wouldn't hire an orthopedic surgeon to do heart surgery, specialties exist for a reason.

*Ms. Studios specializes in photography that empowers and edifies **women** at all stages of life.*

What products do they offer?

Do they offer prints, digitals, both, more? Are the images edited or straight out of the camera? Is there value in what they offer and can they explain that value? Will it stand the test of time? A tip



here is to examine how they price their products; are they priced to sustain a business model or are they priced to get your attention, take your money, and then be out of business hopefully not until they have delivered your images.

When you purchase from Ms. Studios, you receive fully edited images in both print and digital formats, we also offer specialty print products such as: folio boxes, albums, canvases, metals, & even custom designed image jewelry!

What is their 'style' of photography and does it appeal to you?

Photographers have different styles, from 'light & airy' to 'funky & bold', so you need to review their work in advance to make sure their style suits the end result you're looking for. This applies to everything from wedding and maternity shoots to family and corporate shoots. A good place to start is to check out their website and other social media sites; Facebook, Instagram, etc. This will also give you a sense of their personality and personal style. A word of caution, some less than scrupulous types have been known to steal other photographers work and post it as their own, so if you see a website with styles that are all over the place, that might be a red flag.

Our style at Ms. Studios is on making YOU the star of your images through the use of rich colors and true black & whites. We typically do one 'artistic' edit per session but you won't find any outlandish filters in our galleries.

Do their clients come back?

This is a great litmus test of not only the quality of a photographer's work but of their customer service too. You can often see their growth over the years in various shoots for a single client!

At Ms. Studios, we love our return clients!



What are people saying about them?

Are there reviews on their website and/or Facebook page? Are their clients happy?

Please click on our reviews page to see for yourself, www.msstudios.net/accolades



What is their policy on rescheduling a session?

A professional photographer will definitely have a policy in place when it comes to rescheduling a photography session. A photographer with policies indicates that they have experience with different types of situations and have established policies accordingly.

Session fees at Ms. Studios are transferable so if inclement weather or illness prevents us from holding your session on the originally scheduled day, we will simply reschedule for a new day that is amenable to both parties.

Do they have experience with (name your specific concern)?

If you have any specific concerns regarding your photo session, such as your photographer being skilled at working with certain body types or handling significant scarring for example, find out if they have ever handled that type of situation before. It's ok to ask. If given adequate notice, an experienced photographer should be able to deal with any situation within their genre that you present. This is the hallmark of a true pro. Again, though, this is why it's important to find a photographer who specializes in the type of photography you're seeking. A Boudoir photographer is not going to know all the secrets to tame a wild toddler and a Child & Family photographer isn't likely to know just how to pose you to perfect that 'come hither' look.

At Ms. Studios we have a variety of experience working with women and meeting the unique needs of our female clientele, but we would love to talk to you about your specific concerns.

Have they won awards/been published?

This too does not indicate that they are not a good photographer if they have not, some photographers choose not to enter competitions or seek publication. But if they have, that would give you confidence knowing that they have been recognized by their industry peers.

Ms. Studios has achieved both, www.msstudios.net/awardspublications

How important are these images to you?

There is a saying that people don't know how important photographs are until they're all you have left. How important are these images going to be to you, 5, 10, 25 years from now? Who do you want to trust them to? You get what you pay for, what are these images worth to you?

At Ms. Studios, we think you're worth it. We pride ourselves on providing a luxury service resulting in legacy photographs that will outlive us & be cherished for generations to come. Remember, good photography isn't cheap, and cheap photography isn't good. Do you want a photographer who is actually good, or just 'good enough'?

Trust your gut.

We're all unique. No one photographer can be a perfect fit for every potential client and that's ok. Do you 'click' with them when you talk to them on the phone? And if you can't get past the receptionist, that might be a red flag. A photographer's main job is to capture the heart of who you are. They should invest time in finding out 'who' that is and what makes you tick. If you and your photographer don't mesh well that will come through in your photos. Ultimately, you should genuinely 'like' who you're working with.

*We **love** our clients and they love us; we will turn down a job if we feel we don't have the necessary rapport with a given client. We owe it to our clients to give them only the best and if you're not comfortable with us you won't be at your best.*