

My position on TF work

If we do TF work together – (Time For) we each invest energy, skill, and other things to make images. I invest a lot more time that you may be aware of because for every hour we shoot there is usually 2 -3 hours of work that comes out of it - if we shoot for 3 hours – I easily will spend 6 – 8 all together on you!

If I was charging for the session (and I usually do) that charge helps to cover the studio, the camera equipment, and my time. I also then charge for the images and some of their processing. When doing TF you expect to get images and I expect to get some kind of benefit from it – makes sense – right? Everyone wins – hopefully at least it evens out.

You want the image(s) we made and you probably had some fun in the shoot. If you hated the shoot and you hate the images well there is not too much to talk about. But assuming you like the images etc. then help me win too. My win might be images that are special in some way for my portfolio, a test shoot in preparation for working together, or some downstream benefit of some kind.

If you are planning to use the images for personal use I would like the following (at least).

- Tag me on all posted images
- Tell your friends about them , the session, and me
- Leave my logo on the images – if they need to be cropped let me know and I will do the crop and put it back on for you.
- Link to me if you will – <http://StraleyPhotography.com>
- Write something nice to me about the shoot and the quality of the images and maybe even how they saved to world – well whatever is true anyway. Send it to me via an email to Michael@StraleyPhotography.com
- Recommend me to a friend who needs photography – referrals are the best publicity for me
- If you are invited to an event as a model or know someone who desires high quality photography get them in touch with me. Again help me get exposure.
- Maybe send me a birthday card – this is optional for October 15th

None of this costs you money – it does require you to pay attention, to treat me and my product with respect and to give value back to me. Does this make sense to you? Do you think it is too direct? Do you have other ideas?

If you are planning to use the images for commercial use I would like the following (at least).

- Payment preferably

- An understanding of the use for each image – the release of the image will be provided for a specific use and time period
- What media will it be used in – FaceBook or for instance in an advertisement, magazine, a CD cover, etc.
- Are you the only one using the image, or an advertising agency, etc. – how will it be protected
- Will you be editing, modifying or changing the image significantly
- An understanding on how you will publicize the work if you plan to do so – will my logo be on it or not, will I be credited etc.

If you are not paying for the image and I agree to this arrangement – how will I get value in the future when you are making money from the use of the image or from the previous use of the image. I am not asking for a legal contract but am asking for a clear understanding from you in an email of what I should expect. Does this make sense to you? Do you have a different proposal for me?