

How to make a referral for a studio session

So first of all – thanks for even thinking of letting one of your friends or associates know how to get in touch with me on this project!

You must have had some fun, liked the images - I am so pleased!

I am happy to work with your referral - but please, if you would spend some time with them to help them understand a bit about the project and working with me on it first, it would help and I'd really appreciate it.

- Please tell them about your day – were you nervous, impatient, were some of the poses challenging, did you like the images, the web site you are on, posting you images to Facebook – or what? Did you have fun?
- Please tell them also about what you did to prepare for the shoot, and what you received afterwards - CD with images, the print etc.
- Did you show them your images? – Some I bet are pretty great!
- How about the print – do you like the quality, did you frame it or is it stored in a drawer someplace?
- Have they been to my site and seen your images? – <http://StraleyPhotography.com>

If they still are interested after you have shared some or all of the information about your shoot - then please have them contact me at Michael@StraleyPhotography.com

I would ask that they email me two pictures of themselves – quality does not especially matter – cell phone quality is fine. I would like a clear shot of their head and face and one of their body standing up – it can be from the front or side. The pictures should be reasonably recent.

They should also provide information such as their name and phone number, and your name – I will email them back right away but sometime in the process I will need to speak to them on the phone.

I am going to work with them a bit in advance to try to understand how we can collaborate together in the best manner going forward. Please encourage them to trust me, a stranger, and to share their thoughts – it is easier if we communicate openly from the start – you can help with that.

If they have a particular concept they want to try, have seen before, or are in a specialty hobby or vocation such as dance, body building, etc. they should let me know about it if this is going to be part of the shoot activities. If the images are going to be used for a special occasion such as an anniversary, birthday, Christmas present - or whatever, they should let me know that, too. Eventually, they should do their best to describe to me what impression they are trying to create with the images – if they have one. The easiest way to do this is to ask them to pull some images from magazine, from books from Facebook wherever.

They do not have to love everything about the image but it is helpful to share what they **DO** like if they have some examples.

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As a gift from me to you for thinking of this and for doing something about it

I will give you credits towards a full studio session for each person you refer who does the session with me – I am working out the details on this but it should be an attractive offer (coming soon). The credits are cumulative so you potentially can get the full session for free! If you have a better idea, please let me know about it.

Thank you again - for thinking about doing this and for doing something about it – and for your trust!

I am certain you had a good session and some fun at least. I will do my best to ensure your friend or acquaintance does too!

Michael