OUTSOURCING GUIDE

BOUTIQUE PRIVATE PHOTO EDITING

ABC

Photo Editing

EST 2015

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I PREDICT BY THE END OF THIS GUIDE YOU WILL KNOW IF OUTSOURCING IS RIGHT FOR YOU, HOW YOU CAN AFFORD TO DO IT, AND WHICH EDITING OPTION IS BEST FOR YOUR BUSINESS MODEL
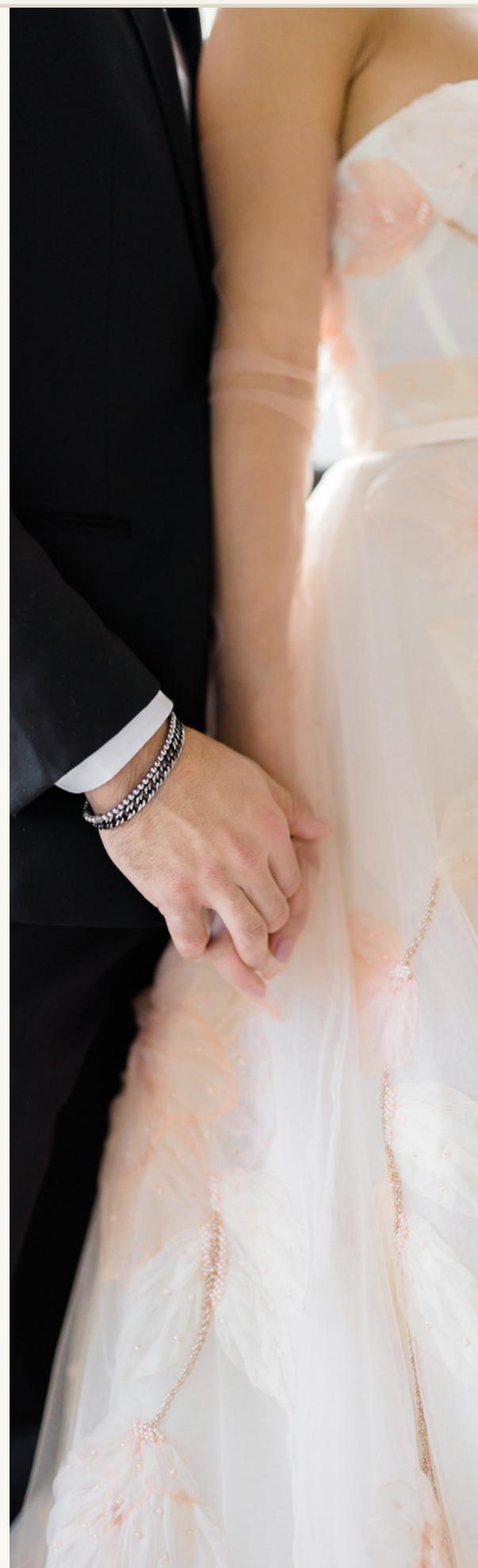
HUGS OVER HANDSHAKES, DESSERT FIRST, AND FLIP FLOPS EVERYDAY

MEET THE EDITOR

I'M ALISA

I know that you love what you do as a photographer. But are your days filled with endless hours of editing?!

There is a way to have it all. A thriving photography business AND quality of life!

If you could hand-off the tedious chore of editing, that rob you of countless hours, would you? I will show you how.

Have you ever wondered if you're ready to hire a private editor? I will talk about that too and remove any doubt.

Lastly, we are going talk about the emergence of AI editing and compare its advantages and disadvantages to a human, private editor.

My hope is that this guide will give you a clear vision and leave no doubt about your next step!

Hugs, Alisa

INTRO

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IS OUTSOURCING RIGHT FOR YOU

INTRO

is outsourcing the right decision

Is outsourcing your editing the right decision for you personally and for your business? And if so, should you go with a private editor or an AI editing software?

We will explore the advantages and disadvantages of each option in a moment. But first, let's determine if outsourcing is the right fit for your business and quality of life.

You love what you do. Capturing unforgettable moments people treasure for a lifetime, is so fulfilling! And yet, you feel stressed and overwhelmed due to the countless hours you spend editing.

It sometimes feels like life is passing you by.

However, the thought of outsourcing your editing seems cost prohibitive. But is it?

Let's take a look at two simple steps you can take today that would make outsourcing a viable option for your business, without cutting into your profits.

PART ONE

OUTSOURCING IS A VIABLE OPTION

Two simple steps you can take today, that make hiring an editor possible for every photography business!

STEP ONE

Increase Your Pricing

This may sound like a scary concept when you first read it. But I am not talking about a steep increase, but rather a very small one. In fact, just enough to cover the cost of having your own private editor.

Let's do the math. It will remove any fear you have of increasing your pricing.

First, determine how many images you typically deliver per wedding. Let's say that number is 650 images.

Next, multiply that number by an average price-per-image for outsourcing your editing. The industry standard is about $0.28 - $0.39 cents an image.

For this example, let's go with $0.35 cents per image. So for a 650 image wedding, it would cost you $227.50 to outsource that wedding.

Now For The Fun Part

If you charge $3500 for a wedding, you would only have to increase your pricing by 6.5% in order to cover the cost of having that wedding outsourced!

Think about how many hours you lose sitting behind your computer screen editing your average weddings. Isn't it worth a 6.5% increase in your pricing to get those hours and your life back?!

Two simple steps you can take today, that make hiring an editor possible for every photography business!

STEP TWO

Add One Wedding

What if you have decided that outsourcing is the right choice for your business, but you have already booked this year's weddings so you are unable to increase your prices.

Is there anything you can do that would enable you to outsource now? Yes, there is!

It's quite simple. Add one more wedding to your calendar year. That's it. Adding one wedding a year could pay for all of your outsourcing needs for that entire year!

Let's Have Some More Fun

Using the example above, if you are paying on average $227.50 to have each wedding outsourced, adding one wedding would cover the cost of 15 weddings! So if you have 10 weddings on the calendar, adding one more wedding would more than cover the cost to outsource your editing needs for an entire year!

So Is It Worth It?

Obviously, that is something you have to decide. But think of the countless hours you would get back if you outsourced your weddings.

Hours to grow your business, spoil your clients, love on your family, make memories, or just having the time for a bubble bath once in awhile.

Implementing one or both of these steps, will enable you to continue doing what you love without sacrificing what you love most!

So I ask again, is it worth it?

Yes! No brainer!

PART TWO

# ARE YOU READY
TO OUTSOURCE

PART TWO

HAVE I CONVINCED YOU?

So now that you have seen the possibility of outsourcing your editing, it's time to determine if you're ready for an editor. Yes, you read that correctly, are YOU ready for an editor?

Just because you are a photographer, does not mean you are ready to hire an editor. Hiring an editor before you're ready will lead to disappointment and discouragement.

Below are 3 qualifiers to determine if it's the right time for you to hire a private photo editor?

Are you ready?
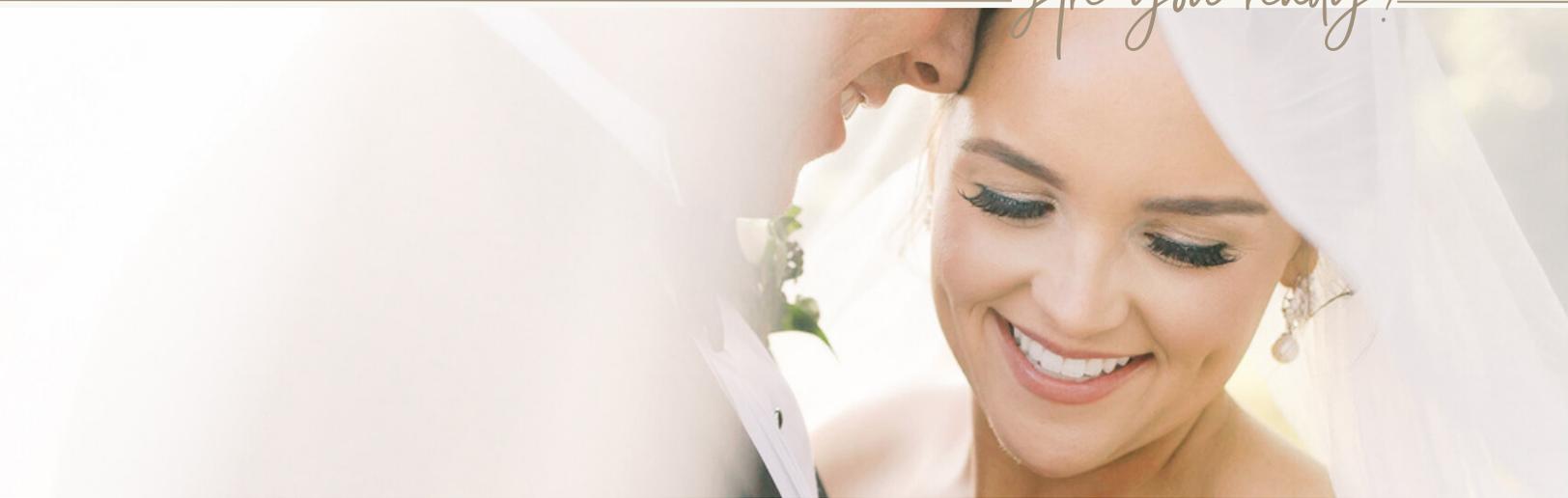
KNOW YOUR CAMERA	KNOW YOUR STYLE	KNOW YOUR BUDGET
01	02	03

01 KNOW YOUR CAMERA

It all starts in camera. A good editor can save an image that wasn't captured properly. However, the job of an editor is to match your edits, style, and aesthetic. To "save" an entire gallery's worth of images, would be time prohibitive for your editor.

Also, as the photographer, you would be disappointed with the results if you anticipated that

your editor would be able to magically fix all of your images.

Having said that, no editor expects perfection! There is no such thing as a perfect photographer or perfect conditions.

There are many moving parts on a wedding day. All editors know this and would never expect a perfect gallery.

But having a comprehensive understanding of your camera settings and proper shooting techniques will make for a successful photographer-editor relationship.

02 KNOW YOUR STYLE

In order for an editor to return a post-product that the photographer loves, it is incumbent upon the photographer to have a strong sense of their brand's aesthetic and style.

If your not sure how you like your skin tones, or your greens, for example, it will be almost impossible for your editor to "get into your head" and return images that you love!

You need to have confidence in your likes and dislikes in order for your editor to successfully replicate it.

The more defined your style is, the better your photographer-editor relationship will be.

SIDE NOTE: IF YOU'RE STILL NOT SURE WHAT YOUR STYLE OR AESTHETIC IS, REACH OUT TO ME. HELPING PHOTOGRAPHERS HONE IN ON THEIR SIGNATURE STYLE IS KIND OF MY JAM!

WE WILL EVEN CREATE A CUSTOMIZED PRESET JUST FOR YOU.

03 KNOW YOUR BUDGET

If you haven't budgeted for a private editor, it will be quite stressful when you receive your first bill!

Refer back to Part One and implement one or both of the steps suggested. Implementing one or both of these steps makes hiring an editor possible for every photography business!

PART THREE
———
HIRING AN
EDITOR

COMPARISON

If you have gotten this far, you have most likely decided that hiring a private photo editor is what is best for your business and quality of life.

However, you may still be wondering whether a personal editor or an AI editing software would best serve your needs.

Let's look at the advantages and disadvantages of both options so you can make an informed decision.

HUMAN EDITOR

IN DEPTH LOOK

Before we get to a side-by-side comparison of AI versus Human editing, let's consider the advantages and disadvantages, strengths and weaknesses of each editing option, in depth.

DISTINCTLY HUMAN

The human eye and brain possess several advantages over AI when it comes to editing photos, particularly in terms of perception, creativity, and emotional understanding. Here are some ways in which the human eye excels in comparison to AI.

ARTISTIC JUDGEMENT

Human editors can bring subjective artistic judgment and creativity to the editing process, making nuanced decisions that reflect the individual style and vision of their client.

FINE DETAILING

Skilled human editors can perform intricate and detailed adjustments that may require a level of precision that AI algorithms currently struggle to achieve.

HUMAN EDITOR

Contextual Understanding

Human editors bring contextual understanding and emotional intelligence to their work. They can interpret the story behind a photograph, understand the emotions captured in the image, and apply their creative intuition to enhance the visual narrative. This ability to empathize and connect with the subject matter is a distinctly human trait that AI currently lacks.

Complex Decision Making

Human editors can make nuanced, context specific decisions based on their understanding of aesthetics, composition, and visual storytelling. They can weigh various factors and make judgment calls based on their experience, intuition, and understanding of the broader creative context.

Emotional Connection

Human editors can emotionally connect with the images they are editing, allowing them to make decisions that go beyond technical considerations. This emotional connection can result in edits that resonate with viewers on a deeper, more personal level, that immediately catches the eye and touches the heart..
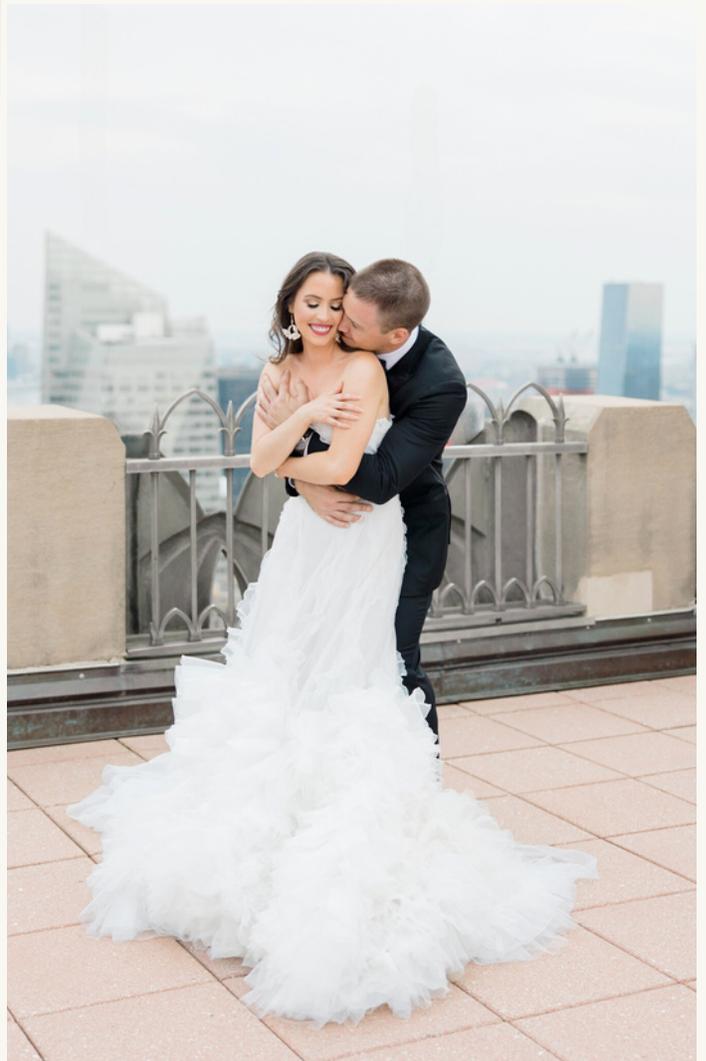
HUMAN EDITOR

CREATIVE INTERPRETATION

Human editors can apply subjective and artistic interpretations to their editing process, tailoring their approach to suit the unique characteristics of each image. This creative flexibility allows for the expression of individual style and artistic vision, resulting in a diverse range of editing outcomes.

ADAPTABILITY+ INNOVATION

Human editors can easily adapt to unconventional or unexpected editing requests that may not fit within the capabilities of AI algorithms.

now let's look at AI
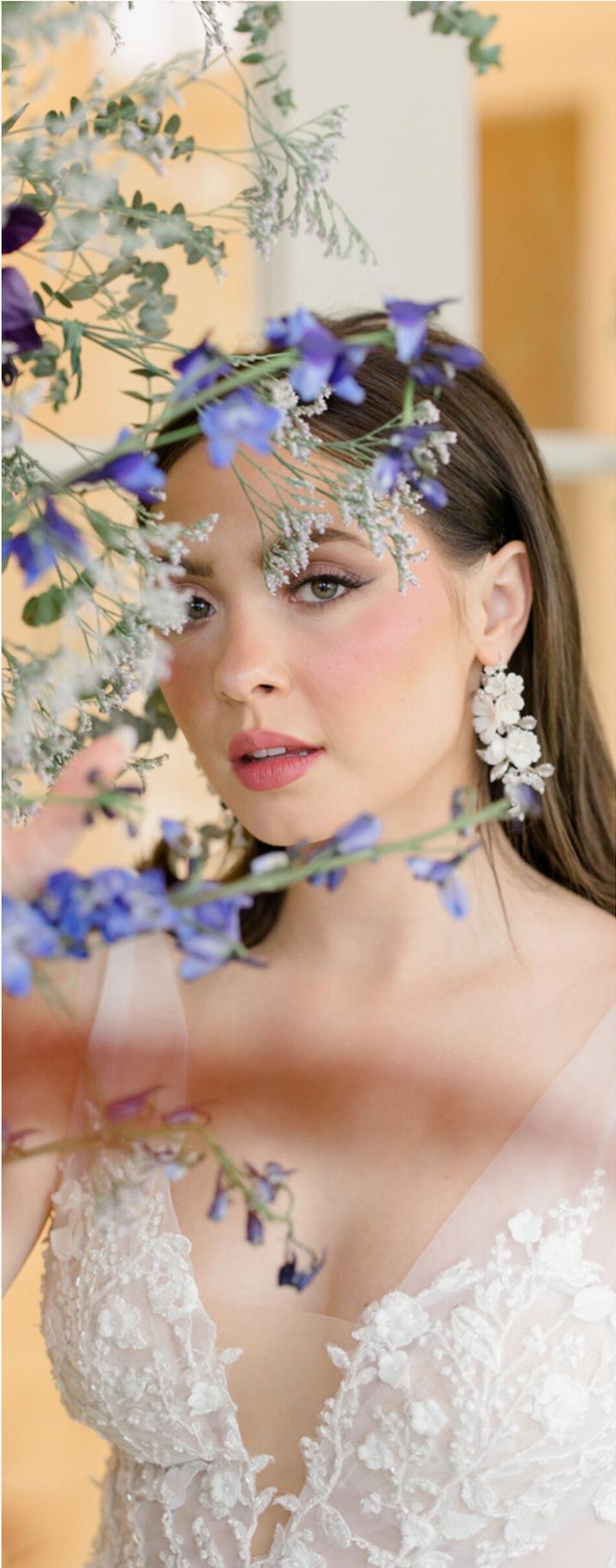
AI EDITOR

In Depth Look

AI has its own strengths as well. Let's take a look at some of those.

Cost + Affordability

AI is more affordable than hiring a private editor. That is undeniable. A private editor averages $0.35 - $0.45 an image. Whereas, an AI Editor averages $0.05 - $0.09 an image.

Speed + Efficiency

AI can automate and expedite many aspects of the editing process, allowing for quick adjustments and batch processing of large numbers of images. In-a-nut-shell, AI edits, with lightening speed!

Accessibility

AI makes advanced editing techniques accessible to a wider range of users, including those with limited experience in traditional photo editing.

Consistency

AI algorithms can apply consistent adjustments across multiple images, ensuring uniformity in style and quality.

A CAVEAT IS NEEDED HERE: IF THERE IS CONSISTENCY IN THE IMAGES OUT OF CAMERA, AI DELIVERS RELIABLE RESULTS.

HOWEVER, IF THE PHOTOS WERE NOT CAPTURED WELL IN CAMERA, AND THERE IS A DIFFERENCE IN LIGHT, LOCATION, WB, ETC. AI DOES DOES NOT DO WELL WITH PRODUCING CONSISTENCY FROM IMAGE-TO-IMAGE.
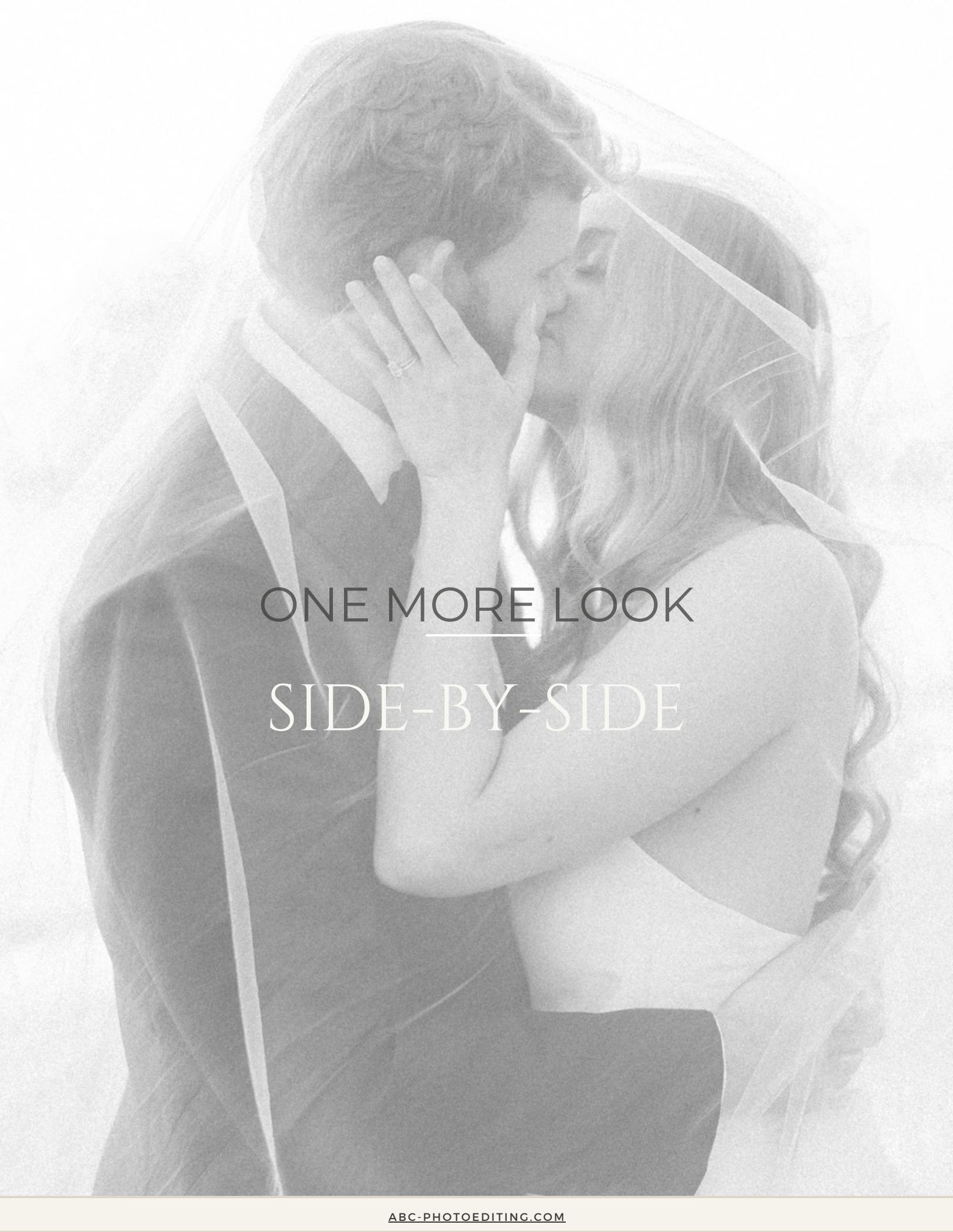
ONE MORE LOOK

SIDE-BY-SIDE

SIDE-BY-SIDE COMPARISON
OF THE TWO DIFFERENT EDITING OPTIONS

HUMAN   VS   MACHINE

APPROACH

Humans often encompasses a deeper understanding of artistic principles, desired outcome, composition, and the ability to make subjective aesthetic judgments.

SPEED + EFFECIENCY

Human editing is more time-consuming, especially for complex or artistic edits that require manual adjustments and creative decisions.

SUBJECTIVITY

Human editors can bring a subjective, artistic touch to the images, leveraging their creativity and understanding of aesthetics to create unique and emotionally compelling edits.

ADDAPTABILITY

Human editors can adapt more readily to new styles and artistic directions, leveraging their ability to learn and grow creatively through experience and exposure to diverse influences.

APPROACH

AI uses algorithms and machine learning techniques to analyze and manipulate images. It works by following predefined rules, learned patterns and algorithms.

SPEED + EFFECIENCY

AI can process large volumes of images quickly and consistently, making it highly efficient for tasks like batch processing and automatic editing. AI is less accurate but can edit with lightening speed.

SUBJECTIVITY

AI tools are limited by their programming and training data, which can make them less adept at creative, subjective, or context-specific editing decisions. While they can follow predefined rules and patterns, AI struggles with artistic interpretation and understanding nuanced visual elements.

ADDAPTABILITY

AI algorithms can be trained and improved over time, learning from large datasets and feedback loops. They can adapt to new tasks and styles based on their training.

CONCLUSION

IN CONCLUSION

Only YOU can decided which editing option is best for YOU!

Both Al and human editors have their own strengths and weaknesses, and can even be complementary in some cases.

There is no question that AI editing is faster and less expensive than a private editor. But a human editor has their own strengths as well.

While Al excels at repetitive, rule-based tasks and can usually provide efficient, consistent results, human editing brings creativity, intuition, and the ability to make subjective judgments that can imbue a photo with unique emotional impact.

Humans are superior to Al in terms of creativity, personal touch, and emotion. Private editors can infuse the artist's personal style, emotions, and artistic expression into the editing process, as well as, capture the subtleties and nuances of a photo.

In contrast, Al photo editing may lack the human touch and the ability to understand and convey emotion in the same way.

Both Al and the human eye have their unique strengths. Ultimately, the better choice will vary based on the specific needs of the individual photographer.

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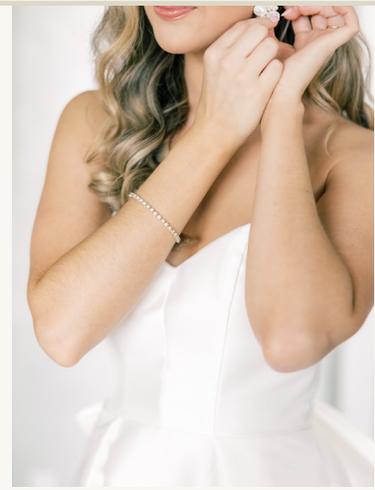
Thank you for taking the time to read through this guide! If nothing else, I hope this has gotten you excited about outsourcing your editing and opened your eyes to the possibilities that outsourcing creates for you personally and for your business.

CONTACT

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If you have any other questions, never hesitate to reach out.
I am always here to help!

Hugs, Alisa