

A woman with long brown hair, wearing a white fuzzy sweater and a light-colored polka-dot skirt, stands in profile by a large window. She is holding a large bouquet of flowers with orange and white blooms and greenery. She is wearing dark green Mary Jane shoes. The window looks out onto a bright, outdoor scene with trees. The floor is light-colored wood.

Kaiser Creative
AN OUTSOURCING COMPANY FOR PHOTOGRAPHERS

**SIMPLIFY
YOUR
PHOTO
EDITING**

THE BASICS OF SIMPLIFYING

EVERYTHING YOU BUY
WITH YOUR MONEY,
YOU ALSO BUY WITH
YOUR TIME.

time is money, money is time





Simplify.

TO MAKE SOMETHING SIMPLER, EASIER TO DO OR UNDERSTAND

When I first started working from home, I quickly realized that in order to manage life as a business owner, wife, and mom - I needed to simplify the world around me. And so I started diving into this idea of simplifying. That was the first time I heard the concept that when you buy something, you buy it twice.

First with your money, second with your time

For me that meant simplifying my home - literally reducing clutter so I was working in a less stressful environment. The objects in my home, were contributing to how often I was picking up, putting away, dusting, cleaning, fixing, etc. Next up, I tackled my routines.

Once I felt like I had a better grips on my home and the world around me, I started looking internally at my business. By now, I was a few months into working as a Photo Editor and had a better grasp of how I could simplify my processes and create workflows.

1. Minimize Your Gear

As a photographer - you can absolutely do the same. This will challenge you to think differently, but how can you minimize what you're purchasing with your *money* in order to simplify how you spend your *time*.

To start with, you need to consider what you're shooting with, why you have it, how it's being used, and if it's actually contributing to the end result you achieve for you clients.

It's so easy to fall into the trap of, I'll be a better photographer and serve my clients more if I just had this new camera or if I just added that new lens. But then budget becomes an issue... before you know it, you have collected an array of cameras and lenses at different quality levels and from a variety of brands

It starts innocently, you purchase a Tamron, then a Canon, Canon again, then bounce over to Sigma. You're investing in what you think you need and what your budget at the time allows. To compound the problem, you hired a second shooter on a completely different brand, with the same variety of lenses.

Each piece of equipment shoots differently, edits differently and ultimately costs you TIME along with money.

Questions to consider:

- Is your gear brand/color consistent?
- How often are you shooting with each piece?
- Is it absolutely necessary to achieve your end goal?





2. Start with SOOC

Shooting weddings is a variety of things - including emotions. As a photographer, trying to juggle expectations and managing timelines amongst all that the day brings can be overwhelming. What can easily get lost in the shuffle of a wedding day, is shooting "perfect" images straight out of camera (SOOC.)

So I understand that it's easier said than done. However, it's something that we as photographers should ALWAYS be working to improve. After all, mastering your craft is something that will improve expectations, save time, AND get bring in more money. It's a win-win.

Shooting high quality images IN production, means that you'll invest

so much less time POST production making corrections.

If a wedding day feels like an overwhelming time to attempt this, then start smaller, like at home when you practice taking pictures of your family (or dog.) Be conscious of every single shot you take.

Eventually, you can take what you've learned and apply those concepts to an engagement session, and then wedding day.

Questions to consider:

- Are you choosing consistent lighting scenarios?
- Are your setting choices creating a consistent exposure? (-1, 0, +1)
- Are you shooting Kelvin or using a grey card?



3. Stop Overshooting

I know this topic can be a bit touchy. As a chronic "overshooter" myself, it feels like every press of that shutter button is important. In this digital age of technology, it's so easy to overshoot, because we can.

Well, what if you could save yourself time by capturing ONLY the things that matter, and in turn actually provide your clients with a better overall experience?

I don't know about you, but I think for me, overshooting comes from a place of fear. Fear that I'm not taking the best image, so I take it from every angle, just to be safe.

The thing is, when we stop overshooting and start making the shots that we do take matter, it forces us to be intentional.

Delivering an intentional and well curated gallery, starts with shooting intentional and thoughtful imagery.

As photographers, it's our job to make photos, not just take them. It's another part of mastering our craft. When you're intentional about the images you shoot, it naturally puts you in a position to slow down, focus, and make room for creativity.

It also immediately eliminates the pressure to overdeliver and allows you to deliver what's right.

Questions to consider:

- Does each image I take contribute to the story?
- Am I essentially delivering duplicates?
- Am I choosing the BEST images?

4. One Pass Cull

Now that you've worked on the habit of over capturing, it's time to focus your energy on culling efficiently.

Enter the one pass cull - what does that mean exactly? It means if it's not a "Hell Yes" it's a "Solid No." Images that don't GRAB your attention are a thing of the past. While culling, you make it a priority to select the only the images that you must have in your gallery.

Option 1, is to share a gallery with an overwhelming amount of images, that your client may never revisit or use. Option 2, is to position yourself as the expert and curate your gallery to include only intentional images that highlight the absolute best moments of their biggest day.

This simple change will have a major effect on your workflow AND your client experience.

It saves you time with editing, allowing you to focus on quality over quantity.

Combined with a limiting your "overshooting" habits, you should notice an immediate difference in not only your time spent curating a gallery but the emotional energy that goes along with it.

Questions to consider:

- Is this a 5-star rated shot?
 - If yes - KEEP, If no - PASS
- Does my client NEED this same pose with different facial expressions?
- How can I serve my client best with intentional culling?



5. Develop A Workflow

First, let's define what a workflow is.. A workflow is a repeatable pattern of activity. Each step in a workflow has a specific step before it and a specific step after it

Of course, each wedding or event that you shoot will vary in lighting, location, and colors. But that shouldn't stop you from developing your own set of steps that allows you to work through a gallery with consistency.

Developing a pattern with your editing process removes the guesswork and allows you to edit with confidence.

So how can you develop an editing workflow? By starting with what you know, and brainstorming what you need.

Grab a piece of paper and a pen. Start by writing down exactly what you currently do - step by step - in your editing process.

Where are the patterns? Where are the gaps? What do you find yourself struggling with every time you edit?

An editing workflow will help you tackle problem areas with editing, including exposure, white balance, and constant revisions. Grab my additional guide "Create an Editing Workflow" to learn more.

Questions to consider:

- Do I have a consistent workflow for my editing process?
- Where are the patterns with my current workflow?
- Where are the gaps with my current workflow?

