



BOUTIQUE PHOTO EDITING

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# Pricing & Services Outsourcing Guide

HEATHERPOEPHOTOGRAPHY.COM

WELCOME



*nice to meet you!*  
*I'm Heather!*

Hi, I'm Heather! I live in Charlotte, NC with my college sweetheart (turned husband) and two wild (but sweet) little boys. I'm a graduate of Wake Forest University, an avid reader and an all around lover of the color pink. I love to travel (Mexico and Disney World are some favorites), I love good food (although I am not a foodie at heart) and more than anything I LOVE a long nap on a Sunday afternoon!

I began my career as a Wedding and Corporate Event Planner and later took up photography when my boys were babies. What started out as a hobby, turned into a passion and is now growing into a business. While I love taking pictures, I am an introvert with a love for technology, so editing is where I am happiest. I have 10+ years experience in Customer Service and 5+ years experience editing with Lightroom (and a little bit of Photoshop). Take a chance, give my services a try and see what it feels like to reclaim hours of time in your life!

Warmly,

*Heather*

One-on-one

# Boutique Photo Editing

Editing Made Simple

INVESTMENT

*\$0.30/image*

With the Boutique Experience you get one person (me!) dedicated to making sure that the editing process is smooth and easy and that you are happy with your results. Before we get started we will have a quick consultation where we will talk about your editing style and overall brand. As we work together you will notice that your edits are consistent from catalog to catalog so when a potential client looks at your work they know what they are going to get. You will have a set turnaround time on your photos and you will know exactly when they will be coming back to you. If at any point you have questions or concerns you can reach out directly to me and I will be happy to put your mind at ease. You, as the photographer, work hard to please your clients and give them the best experience possible and I, as the editor, will do the same for you!

- PRESET APPLICATION
- BASIC DEVELOP PANEL ADJUSTMENTS
- EASY AND SECURE FILE TRANSFER
- CROPPING & STRAIGHTENING
- EDITS BASED ON YOUR INDIVIDUAL STYLE AND BRAND
- TURNAROUND TIME OF 3-5 BUSINESS DAYS





# Why should *you* outsource your photo editing with a *professional* photo editor?



## GET BACK TO WHAT YOU LOVE TO DO

*Spend more time focusing on your passion...taking photos. Have the freedom to book more clients and spend time behind your camera, rather than your computer screen.*



## IMPROVE CLIENT EXPERIENCE

*Outsourcing your editing allows you to have a set timeline in which your photos will be edited so you will then be able to confidently manage your client's expectations about when they will receive their photos . You can focus on all of the little details that make a client happy and I will focus on making sure they get beautiful edits on the stunning photos that you took!*



## WORK/LIFE BALANCE

*When you outsource your editing you can go to your photo shoot, come home and transfer the files to me and then get on with living your life while I do the editing!*





# Let's Walk Through the Process...

Here is a quick overview of how easy the process will be from your end.

1.

## CREATE SMART PREVIEWS

Select the images in your catalog that you would like me to edit and create smart previews for them.



2.

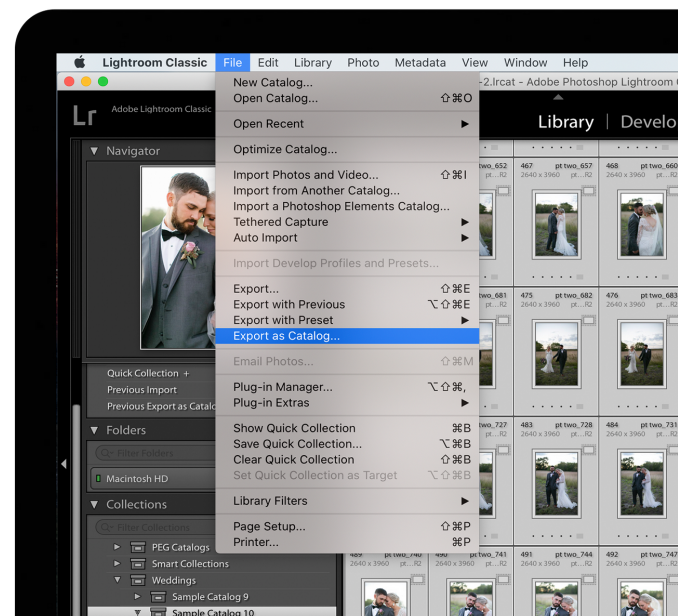
## EXPORT AS A CATALOG

Export the images as a catalog, compress them into a .zip file and upload them to the transfer website so that I can access them.

3.

## SIT BACK AND RELAX

I will be hard at work on your photos and they will be ready and back in your inbox in 3-5 business days!

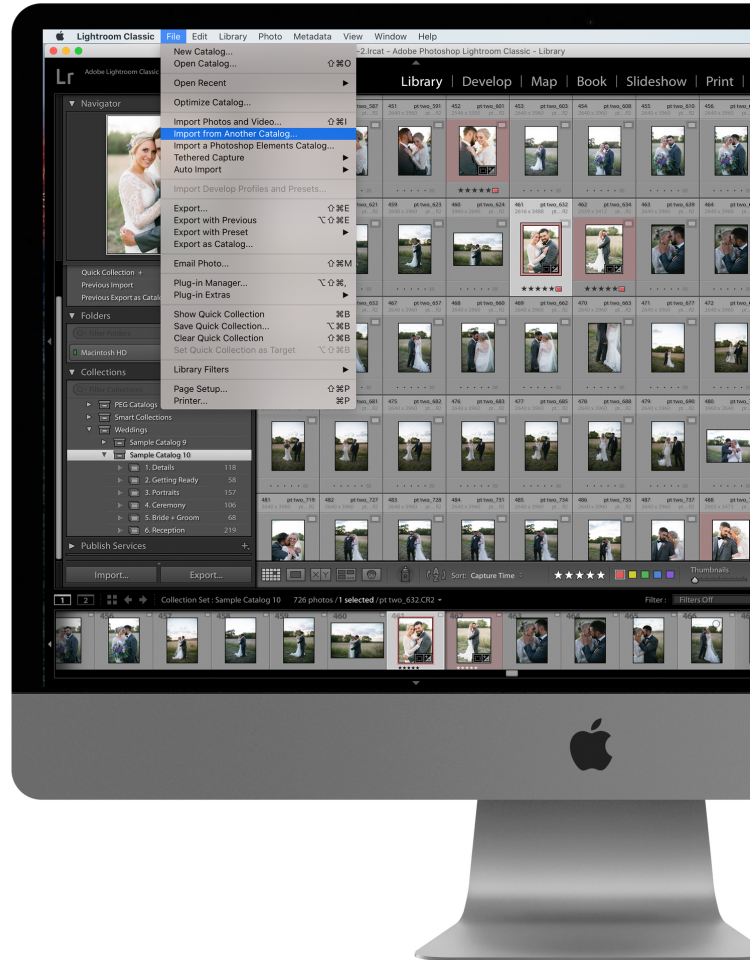


*After step 3...*

4.

## IMPORT YOUR CATALOG

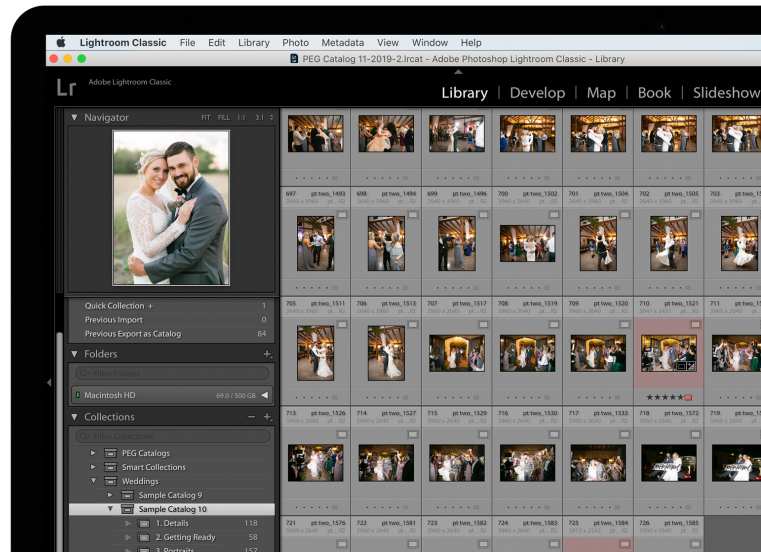
Once your photos are ready, I will send you a catalog with the final images. Don't worry, I will send you detailed steps on how to do this so there won't be any confusion.



5.

## DO A HAPPY DANCE!

See your images transformed before your eyes. Easiest editing you have ever done!





# Common Questions

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## 01. WHO ARE YOUR CLIENTS?

I work with wedding and portrait photographers that prefer edits in a light and airy style.

## 02. WHAT IS YOUR TURNAROUND TIME?

I guarantee a turnaround time of 3-5 business. It is always my goal to provide the best client experience possible so I will work to exceed expectations whenever I can.

## 03. DO YOU HAVE A PORTFOLIO?

The job of a photo editor is to match each photographer's unique personal style and brand. Rather than offering a portfolio which will show my personal style, I offer a free trial run where I will edit a catalog of up to 100 images for you.

## 04. WHAT EDITS ARE INCLUDED IN YOUR SERVICES?

- Preset Application
- Cropping and Straightening
- Basic Develop Panel Adjustments
- Edits based on your personal style
- Easy and safe file transfer

## 05. DO I HAVE TO COMMIT TO A CONTRACT

We will sign a contract to firm up our partnership; however, either party may terminate the contract at any time with written notice.

## Have more questions?

No problem! You can schedule a free 30-minute consultation call so we can chat more about the process of outsourcing with me.

[BOOK A DISCOVERY CALL](#)

READY TO

## *Get Started & Take the Next Step?*

Interested in what you are hearing but not 100% ready to commit? Book a complimentary trial run catalog of 100 Images and see what I can do for you!

Like what you hear? Ready to make a change In your business and your life? Click on I WANT TO BE A CLIENT below to get started. I can't wait to work with you!

BOOK A FREE TRIAL RUN

I WANT TO BE A CLIENT!

