

INSPIRED

JULY 2019 | ISSUE 79



FEATURED ARTIST WESLIE WOODLEY

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



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WHAT'S HAPPENING AT NAPCP

The season of bare feet, blue jean shorts, and the beach, is in full swing, which means we're at the lake, at the pool, and maybe doing a bit of "baking" in the sun. Beat the heat this summer, right here in the pages of your July issue of Inspired. Feel alive and happy, and have a splashing good time with our biggest issue yet.

Take a virtual staycation through the articles from award winning photographers Renee Stengel, of Renee Stengel Photography, and Jennifer Kapala, of Jennifer Kapala Photography. Take notes, soak up their sage advice, then jump into July planning. Will you be adding underwater photography offerings to your business catalog next year?

The Inspired by NAPCP Gallery Event & Print Competition winners have been announced. Haven't seen the winning images? We encourage you to visit the Winners Gallery displayed on the NAPCP website, as well as to browse the Top 100 album on our public Facebook page. Show your fellow members and professional photographers some hard-earned affirmations, and maybe even find a new friend or mentor. Whether you missed the print competition or didn't feel you had material to enter, be sure to start thinking about our next beautiful and sensational competition, the digital International Image Competition. Remember, NAPCP members receive 2 free entry credits! Additionally, placing artists are automatically considered for NAPCP's sun-sational Photographer of the Year title!

If you want to be inspired as you consider imagery for the next competition, let us introduce you to our feature photographer, Weslie Woodley, of Weslie Woodley Photography! Congratulations on your feature, Weslie! We love how Weslie broke the mold with her Three Tips piece, which is actually geared toward clients. Feel free to pass on these tidbits to your own clients!

For those of you attempting to finish your 2019 to-do list before busy season arrives, we have a new checklist on the opposite page to assist you with just that! You'll find all you need to make the most of your NAPCP membership. Take extra special note of the announcement of our upcoming anniversary issue.

As always, it is our deepest wish that the contents of these pages are as invigorating as listening to the waves on the seashore. Once you turn the last page, let us suggest lounging by the pool, meeting your love under the summer stars, or putting your toes in the sand? These lazy, hazy days of summer won't be here for long! Live easy.

"Nothing is softer or more flexible than water, yet nothing can resist it."

- Lao Tzu

Your "To Do" List

JULY 2019

SEE THE WINNERS

Our 3rd Annual Inspired by NAPCP Gallery Event & Print Competition concluded last week. We are immensely proud of the winners! See the ribboned images and give our winning artists some love, over on the NAPCP blog!

UPDATE YOUR NAPCP PROFILE

We've launched a brand new NAPCP.com and we need you to update your member profile. Check out the member community for more information.

GET IN THE FRAME

This month, we've challenged you all to get in the frame and submit your "Self Portrait" images for the August issue of Inspired Magazine! Visit napcp.com/contribute-to-our-magazine/ to submit yours.

AUGUST 2019

SHARE YOUR STORY

2019 marks NAPCP's 10th year! Soon we'll ask members to share how NAPCP has helped them with business growth, skill improvement, and professional relationships (read: friendships!). Selected stories will be featured in a very special issue of Inspired Magazine.

MARK YOUR CALENDARS

The next NAPCP Gatherings will be taking place the week of September 8th – 14th. Check out napcp.com/napcp-gatherings/ for more information about the Gathering in your area.

ASK AWAY

The NAPCP Facebook Community is a safe place to ask questions about all things photography! Not new to the game? Share advice with those just starting out!

FEATURED PHOTOGRAPHER

WESLIE WOODLEY

of Weslie Woodley Photography



Images by Rebecca Davidson Photography



ABOUT WESLIE

Weslie Woodley, of Weslie Woodley Photography, is a natural light photographer who serves Charlotte and the surrounding suburbs. She lives in Charlotte with her husband TJ and two children, Chase (8) and Willow (6). Her studio is situated in Pineville, NC on a quaint historical Main Street surrounded by open fields and picturesque views - a photographer's dream! Weslie's portfolio includes child and family photography, newborn and senior portraits. Weslie's style is dreamy, whimsical and a little boho. She strives to capture beauty in each of her images.



AT A GLANCE *with Weslie Woodley*

Started photographing when:

I received my first DSLR from my in-laws on December 25th, 2010.

Lens of choice:

200mm 2.0

Favorite Camera:

The one I have with me!

Favorite Lab:

Miller's Lab

Officially opened business:

2014

Favorite subject:

2 year-olds

Favorite movie:

Say Anything

Favorite client product:

Miller's Signature Albums in Matte

Recent favorite read:

Girl, Wash Your Face

Favorite artist or musician:

Give me all the musicals

3 things you can't live without:

Faith, family, and a lot of coffee

Favorite framer:

Campania Fine Moulding, Charlotte, NC



Congratulations on being the *Inspired* feature
photographer this month, Weslie!

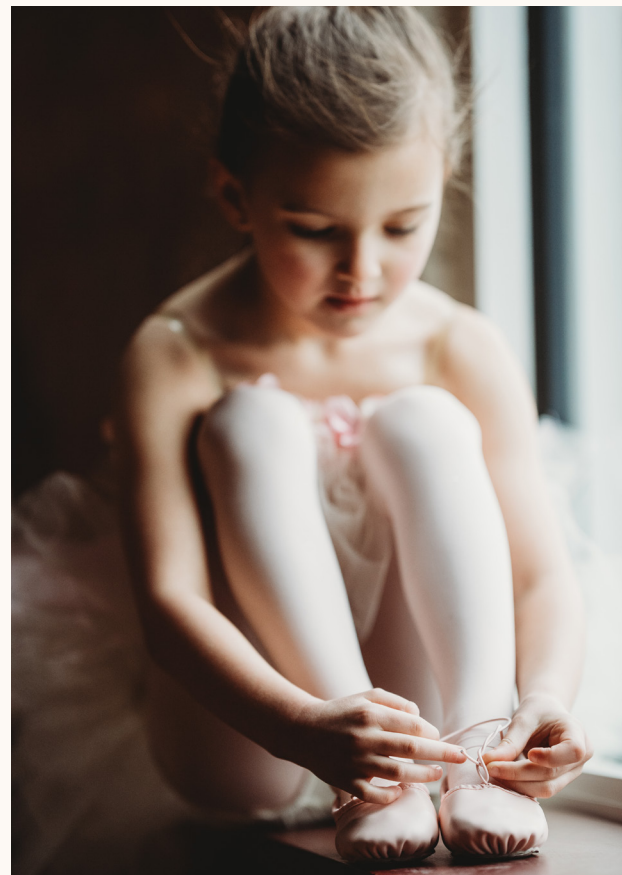
Tell us a little about yourself and how you got into the world of professional photography.

Thank you so much! I feel honored - so honored - to be featured in *Inspired*. I never would have dreamed I would become a photographer. I feel like photography found me! I grew up with dreams of Broadway. Both of my parents are musicians and I fell in love with singing and performing at a very young age. I realized while studying Opera in college that my real love was not singing, but performing. I loved to tell the story. I missed musical theatre so much that I ended up moving to New York. I worked professionally in theatre - performing in *Les Miserables*, *Sweeney Todd*, *Rent* to name a few - for 10 years. When my son was born, I knew that 8 shows a week seemed impossible with a newborn. It was around that time that I started to take photos of him and once again I realized that it was just "the story" that I was into. I could tell the story with a song or with my camera and to me, it was the same. I slowly transitioned out of working in the theater and my passion for photography grew like wildfire, and into a career I love!



Professionally, where would you like to see yourself in the next 5-10 years?

I would like to be working as a commercial photographer for major children's clothing brands. I would love to still be documenting the lives of my clients. It is a joy to watch my clients grow up!



If you could offer one tip to photographers just beginning in their business, what would it be?

My advice would be to stay true to yourself. Don't get too caught up in what other photographers are doing or what they are capable of. My husband gave me the best advice one time. He said, "It's kinda like yoga. You just have to stay on your own mat. Don't worry about anyone else's practice. Just stay focused on your own growth."







What do you expect your clients to take away from their experience with you?

My hope is that not only will they receive beautiful images from their session but they will have a little glimpse of how beautiful their life is. Sometimes when we are going through the mundane it is easy to forget the many blessings we have. I truly hope that they take a moment to reflect on that when they see it in print like that. One of the best compliments I receive is when people say that they had so much fun. I hope the actual shoot is a wonderful memory for each family.



We love your editing style. What advice would you give to someone who wants to develop a distinct post-processing look but is intimidated?

Thank you! A lot of my style comes in camera. I shoot with a long lens to get stunning compression which really adds to the dreamy effect. I also usually shoot with my subjects backlit to produce beautiful bokeh. Most of my editing happens in Lightroom and I do pull some of my images over to Photoshop but not very often. During my editing process my goal is to keep my skin tones as natural as possible. My advice would be to try to get as much “effect” as you can in camera that way you have to do very little to your image in post.





Three Tips

TO GIVE YOUR CLIENTS FOR A SUCCESSFUL FAMILY SESSION

by Weslie Woodley

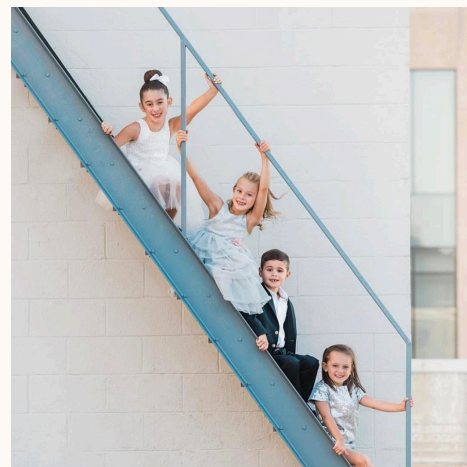
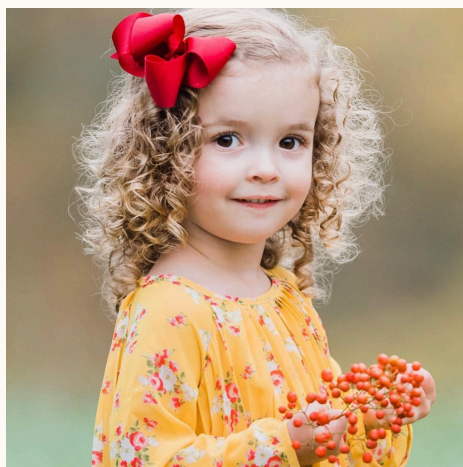
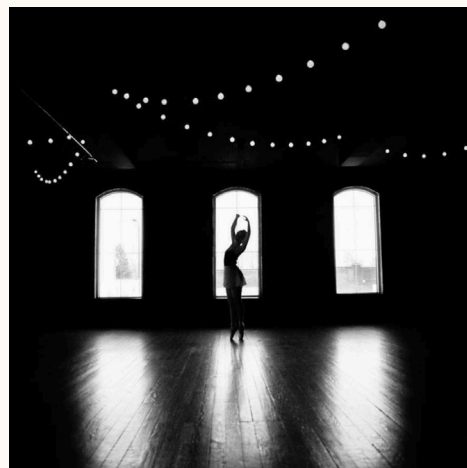
1. DON'T bring bribes (candy/snacks). This is a big misunderstanding. Don't bring snacks or bribes to your session. Most of the time they become a distraction and your children will be thinking about the gummies in Mom's pocket the whole time instead of being engaged in the shoot. Do make sure you prep your kids ahead of time and tell them that the session is going to be LOTS of fun! And if they are good listeners, everyone can go get ice cream or go to the park ... save the rewards for after the session is over.

2. DON'T shoot during sunset ... if it's your kids' bedtime. Sunset is such a popular time to shoot but if that is AFTER your kids go to bed your session is never going to go well. Go off of their schedule NOT the other way around. There are two times of day with golden hour and soft light. I much prefer early mornings for little ones, when they are awake and fresh. They are going to be up anyway! Make sure you are not scheduling your sessions during nap time, bed time or food time.

3. DO have fun! Family sessions should be a fun experience. The photographer is just there to capture the family in their element having fun. Try as hard as you can to leave the stress at home. Moms are usually overwhelmed by all the prepping and exhausted by the expectation of everyone having to perfect, and dads usually don't want to be there. I encourage moms to use my hair and makeup artist before a session because it takes one thing off their plate. I also think we need to release the pressure that the session has to be PERFECT or that we have to get the perfect shot. My hope is to capture families in their true element and connecting in a way that only their family can. The beauty really does lie in the imperfect. If you can own this you will feel a little less stressed when your kids don't act exactly how you hoped. Lastly, make sure to talk to your husband about the session as well. Tell him how much it means to you. Also, remind him that these images are part of your legacy. This is the way your children will remember you when you are gone. It will be a treasure for their children and their children's children. And also ... don't schedule the session during The Big Football Game.

BEHIND THE SCENES

with Weslie Woodley



FOLLOW
WESLIE ON
INSTAGRAM
@wesliewoodleyphoto

Some of our favorite captures from Weslie's Instagram feed! Stop by her page and give her some NAPCP love.



CAMERA BODIES

- Nikon D5
(Not pictured)
- Nikon D800

LENSES

- Nikon 200 2.0
- Sigma 85 1.4
- Sigma 35 1.4
(Not pictured)
- Nikon 105 2.8
- Tamron 70-200 2.8
- Tamron 24-70 2.8

EXTRAS

- Kahootie Planner/Sticky Notes
- Lip Balm
- Water Bottle
- Phone and Charger
- Hair Ties
- Sunscreen
(Not pictured)
- Extra Battery
- Extra Memory Cards
- Business Cards
- Lens Pen

CAMERA BAG ESSENTIALS
with Weslie Woodley

Let's Dive In!

Underwater Introduction & Inspiration

WITH RENEE STENGEL PHOTOGRAPHY



I fell in love with underwater photography sixteen years ago, on a free diving trip in the Grand Cayman Islands. I was using a disposable point and shoot underwater camera. Disposable, y'all! But even that captured my water loving heart. A camera you could take into the water? At that point I certainly didn't know that some British guy had done this back in 1856, or that Bruce Mozert was capturing amazing styled underwater portraits in Florida in the 1930s! But upon my Grand Cayman inspired discovery of Cathy Church's incredible marine underwater photography, I knew I would someday create my own underwater art!!

Over the years I have explored various point-and-shoot options to photograph my own boys in the water that we all love so much. Once we built our own pool after moving to Charlotte, NC, I took the plunge and jumped in with my "big girl camera". Since that day, there has been no looking back!

Underwater Magic

Documentary style underwater photography of families and children has truly captured my heart. The pure joy that I get to see on the little ones faces melts me. Kids love summer; it is the essence of being a kid. Children who love the water – really love the water. So, the idea of having a family photo shoot and getting to do it in the swimming pool? They may be a little hesitant at first because it is so new and different, but by the time we are finished, they rarely want to leave!

Parents love that they are getting breathtaking art for their homes that captures a mini vignette of their children's carefree summer. There is no "sit here" or "turn your shoulder that way". There is no fussing over curling their hair, or clothes they don't

want to wear. They don't even have to put on shoes! Of course, I help them with coordinating bright and bold colored swim suits. And I have an ever-growing stash of whimsical sunglasses and goggles to add a bit of creative flair. But my parents are often amazed at just how "easy" the session is!

As much love as I will always have for the free-spirited documentary style family sessions, my creative spirit has discovered that styled underwater photography feeds a different part of my soul. I'm not sure what Cathy Church would think if she saw the line I draw from her gorgeous portraits of graceful sea turtles to my vintage yellow telephone, underwater ballgowns and backlit ballerina silhouettes, but my soul has come alive with these sessions.

I have been taking photographs for 25 years. While some struggle with the title, I have been confidently calling myself a "Photographer" for 20 years. But an artist? That one is new. That came when my spirit discovered the passion and freedom in creating these magical underwater images.





I see so many questions about how to get started in underwater photography. It can get complicated very quickly, but it doesn't have to!

Go Pro, Axis Go for the iPhone, and the new Olympus TG6, for example, are all excellent options for capturing your own kids and family in the backyard pool, on the water slide, at the splash park, and on your next beach vacation!

Think you're ready to take it up a notch?

Bags or silicone covers are a great option. I started with an Ewa Marine bag for my D700. It was a great way to test the waters with a reasonable investment before going all in. The Outex is at a similar price point and is a silicone cover that fits tightly over your DSLR.

Either of these "soft cases" will do an excellent job at protecting your camera in calm shallow water, like a swimming pool, but are not meant for deep or rough water. And just like any gear, proper care is critical. I rinse all of my gear with fresh water every time I leave the water and check for leaks each time I enter!



What about open water?

Well. Now you are speaking my language! I may live three hours from the ocean, but my heart has taken up permanent residence in the open water!! Moving to a hard case housing that can handle deeper and rougher waters was the right move for me.

I now shoot with an Ikelite for my Nikon D750. I use my Sigma Art 35mm the majority of the time. A slightly wider angle lens would be optimal, but we have to save some things for the Christmas list, right?



UNDERWATER SAFETY

I never shoot client sessions without another adult on deck. Even when I am playing around with my kids in the pool with my Axis Go, I make sure my oldest son is keeping a watch on things for me. If I am under the water shooting, I can't see what is happening on deck or in other areas of the pool. I just can't. It doesn't matter at that point that I am an incredibly strong swimmer, a former lifeguard, or crazy comfortable in the water. If I can't see what is happening, none of that matters. And the most important thing in that pool – every single time I get in – is that everyone gets out safely. Every time.

My parents sign a release and contract agreeing to be in or near the water with children for the entire session. And for children under 5 or non-swimmers, I require one adult per child IN the water (I will provide an assistant if they can't provide enough adults - for larger families). I use an assistant if the session involves props or clothing in the water. And I hire a lifeguard.

The more complicated the session, the more adults I have on deck! Sometimes it can get pretty busy out there, but that gives me the freedom to sink under the water and enter my own little world - and allow everyone else do their jobs while I do mine.
CREATE.



“If there is *magic* on this planet
it is contained *in water*.”

— LOREN EISELEY

Now what?

Now that you have all of these delightful images of kids jumping into the deep end and knocking dad off the giant dino pool float, what's next?

Water is a medium, and it is nearly 800 times denser than air. When shooting through anything, you lose clarity and sharpness. Post processing is where this is dealt with. Underwater editing is a bit of its own beast. Know that. Give it time. Be patient.

The only magic solution to figuring it out? Investing the time.



TIPS FROM RENEE

1. *Have fun and let kids be kids.*
2. *Don't be afraid of props - goggles, floats, sunglasses and toys all add panache!*
3. *Practice on your own kids and their friends - those memories are priceless and they will love the experience of growing with you.*
4. *Use bold colors and patterns.*

Must Have Accessories

WEIGHT BELT

I use 12 pounds to help myself sink and stay on the bottom.

DIVE MASK

You won't regret investing in a well-fitting one! *(RX brands available)*

BAKING SODA

It keeps my alkalinity at the top of the range and my pool crystal clear.

SWIM SOCKS

To protect my feet during those long sessions.

DIVE SKIN

I love my SlipIns (Keeps me protected without sunblock)

Just Breathe

I always find it fascinating that when life gets hectic and I feel like I can't breathe deeply enough, going underwater is what solves that. I hold my breath to breathe. It's how I know this is in my blood. Just thinking about the water – just writing this – I start breathing deeper, the world starts to slow down, the to-do list fades away a bit ...

As a mom of three little boys, who has chosen to run a business from home (with its busiest season during the time they are all home for the summer), life can get a little crazy here. But when I start feeling overwhelmed, I know it's time to get in the water. It washes it all away. Swim laps, play with my boys, sit by the edge and read, close my eyes and soak in the sounds, shoot a session. Whatever it is – I just know I need to be near the water.

People often think you should hold your breath to sink under water. The truth is, you need to let it go. That ability to let it go is what helps you sink.

Sitting at the bottom of a body of water, taking in the peace and solitude, is the most magical place on earth for me. This is where I heal. This is where I soar. This is where I let it all go – and just breathe.



featured artist



Renee Stengel

Business: Renee Stengel Photography

Website: reneestengelphotography.com

Instagram: [@reneestengelphotography](https://www.instagram.com/reneestengelphotography)

MEMBER

A woman with long dark hair, wearing a black sleeveless dress, is floating in a dark blue tank filled with numerous large, glowing jellyfish. She is looking upwards with her mouth slightly open. The jellyfish are illuminated from within, creating a soft, ethereal glow. The background is dark, making the glowing jellyfish stand out prominently.

THE
Water
ISSUE

JULY 2019



Amy Calleja

Gear:
Canon Mark IV | 16-36mm

Settings:
f/4 | 1/80 | ISO 400

Business:
Amy Weiler Photography

Website:
amyweilerphotography.com

Instagram:
[@amyweilerphoto](https://www.instagram.com/amyweilerphoto)



Lena Antaramian

Gear:
Fujifilm xt2 | 18-55mm

Settings:
f/4 | 1/2000 | ISO 500

Business:
Live Love Laugh Photos

Website:
livelovelaughphotos.com

Instagram:
[@livelovelaughphotosnj](https://www.instagram.com/livelovelaughphotosnj)



Ashley McBroom

I took this photo as the sun was setting at the beautiful resort where we were vacationing in the Florida Keys. My boys always use my husband as their anchor and safe haven in the water and I wanted to capture their connection. To me, it evokes a feeling of stability, the strength and safety a father can share with his children.

————— ”

Gear:
Canon 6D | 15mm Fisheye

Settings:
f/3.2 | 1/3200 | ISO 100

Business:
Ashley McBroom Photography

Website:
ashleymcbroomphotography.com

Instagram:
[@ashley_mcbroom_photography](https://www.instagram.com/ashley_mcbroom_photography)



MEMBER

Janice Morse

Gear:
Canon 5D Mark III | 70-200mm

Settings:
f/5.6 | 1/600 | ISO 100

Business:
ADC Photography

Website:
southjerseyphotographer.com

Instagram:
@adc_photo



MEMBER

Aly Elliot

Gear:
Nikon D300s | 24-70mm

Settings:
f/13 | 1/250 | ISO 800

Business:
Roots and Wings Photography

Website:
rootsandwingsphotography.com

Facebook:
/rootsandwingsphotography



MEMBER

Beth Ann Fricker

For these kids, fishing has become a favorite pastime, one they can spend hours engaged in. This photo was taken at sunset at the family's vacation home in New Hampshire and make me think of the peaceful and meditative nature of fishing.



Gear:
Canon 5d Mark III | 35mm

Settings:
f/5.6 | 1/250 | ISO 1600

Business:
BAF Photography

Website:
bafphotography.com

Instagram:
@bethannfricker



Carolyn Ann Ryan

Gear:

Canon 5D Mk III | 70-200mm

Settings:

f/7.1 | 1/125 | ISO 200

Business:

Carolyn Ann Ryan Photography

Website:

carolynannryan.com

Instagram:

@CarolynAnnRyan

Cassandra Estifanos

Gear:

Canon 5D Mark IV | 35mm

Settings:

f/2.8 | 1/300 | ISO 200

Business:

Casema Photography

Website:

casemaphotography.com

Instagram:

@casemaphotography



Kara Powell

This stud was chilling in the pool, which he does for 90% of the summer. He looked so peaceful, I had to record the moment. The inspiration behind this image was Summer! The red, white and blue; the Fourth of July; the Popsicle we all want on that hot summer day, and the reflection of the sky in his glasses that is just oh-so-summer! Don't we all wish we were there?!



Gear:

Canon 5d Mark III | 24-70mm

Settings:

f/8 | 1/200 | ISO 125

Business:

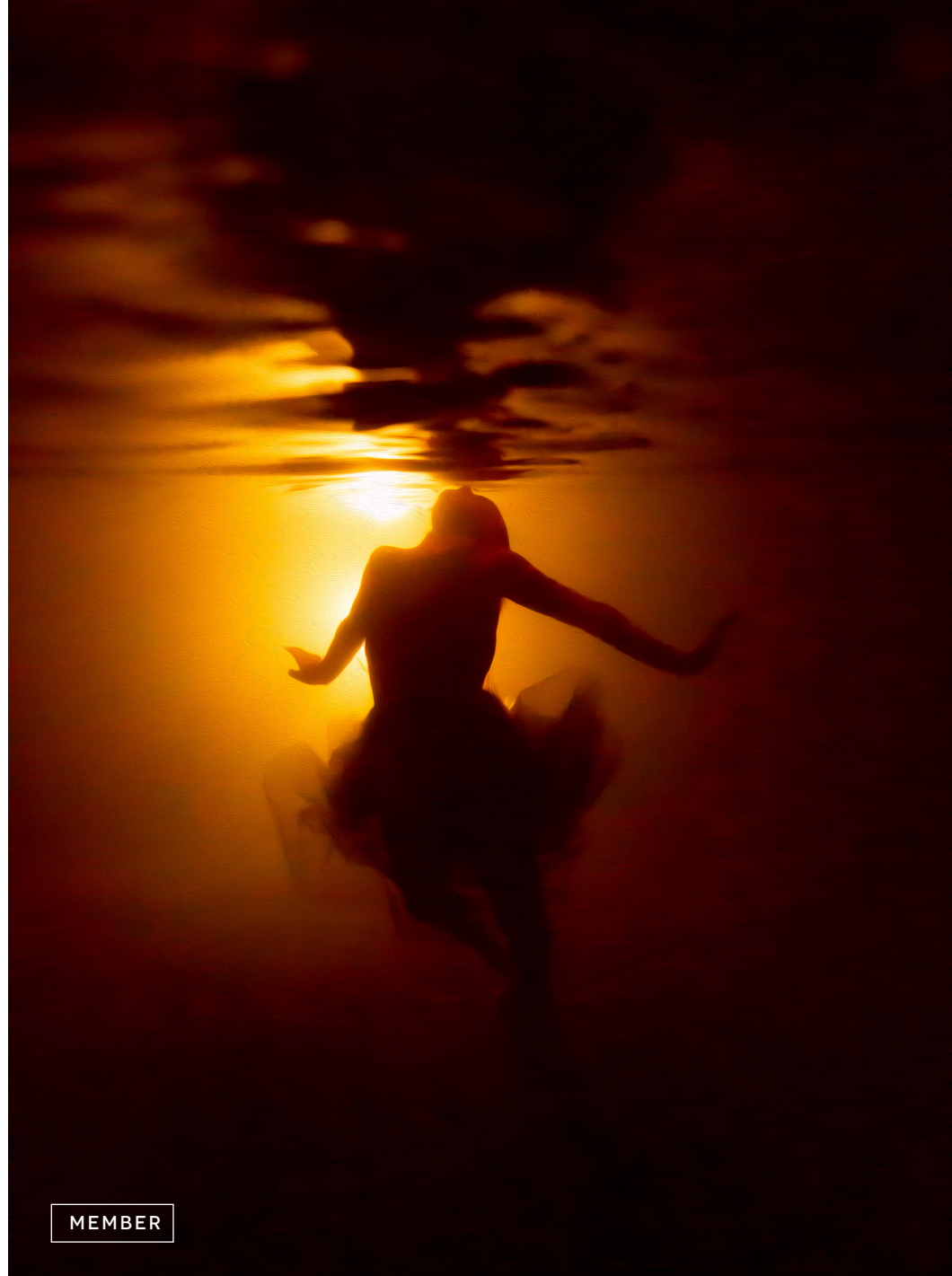
Kara Powell Photography

Website:

karapowellphotography.com

Instagram:

@kpphotostudio



Gear:

Canon 5d Mark III | 24-70 mm
Ikelite Housing

Settings:

f/2.8 | 1/1600 | ISO 12800

Business:

Mary Bea Photography

Website:

marybeaphotography.com

Instagram:

@marybeaphoto

MEMBER

Mary Okner

In editing this image taken during a night shoot at the Underwater Kids retreat I enjoyed playing with the colors and stepping away from the blues of water, altering it to reveal more of a fiery sunset look. Adding the texture of oil paint also really elevated the stylized look of this portrait, I feel.

————— ”



Christi Curtis

Gear + Settings:

Nikon D700 | 20mm

Settings:

f/8 | 1/500 | ISO 500

Business:

Christi Allen Curtis Photography

Website:

christiallencurtis.com

Instagram:

@christiallencurtis

Mandy Pack

Gear:

Canon 70D | 135 mm

Settings:

f/5.6 | 1/2000 | ISO 640

Business:

Mandy B Pack

Instagram:

@mandybpack



Willy Wilson

MEMBER

Gear:

Nikon D700 | 24mm

Settings:

f/1.4 | 1/500

Business:

Life Unstill Photography

Instagram:

@lifeunstill

Email:

wilson@lifeunstill.com

Website:

lifeunstill.com

featured artist



INSPIRED

SELF PORTRAITS | AUGUST 2019

Get in the frame this month and show us your best self portraits! Summertime is the best time to flex your creative muscles and step outside your comfort zone to create! Remember, our NAPCP members will always receive preference for selection. Send us your best images!

Submissions Close August 2nd



UNDERWATER SESSIONS

WORKING WITH CLIENTS

AN ARTICLE BY JENNIFER KAPALA

There is nothing else that compares to the incredible and unique photos that you can capture through offering underwater sessions, all the while diversifying and differentiating your business by offering a one-of-a-kind experience! As the marketing master Seth Godin said,

“The relentless pursuit of mass will make you boring, because mass means average, it means the center of the curve, it requires you to offend no one and satisfy everyone.” — *This Is Marketing: You Can't Be Seen Until You Learn to See*

Underwater family, maternity and child photography sessions certainly are anything but average. The challenge is to learn to work with your clients to capture those incredible photos that allow you to differentiate your business and open up a new niche market. The best way to approach working with clients is what I call the “3Cs” of underwater photography sessions: Care, Coach and Communicate. Each “C” is

critically important to get the photos your clients will love, ensure their safety in the water and create a memorable experience.

Let's start by focusing on the C that is a personal passion of mine - Care. To me, Care is all about safety and the accountability we have, as photographers, to keep our clients, our gear and our reputation as photographers, safe. Care starts well before the first point of contact with a client when they enquire about, or you offer them, an underwater session. Being underwater is new territory for the majority of photographers. I feel it's much like newborn photography was a few years ago, when safety wasn't spoken about as much as it should be. As a result, a lot of people without a lot of experience are offering advice. Step one, always, in Care is making sure you take care of yourself, your gear and your business by getting great insurance that covers underwater sessions. Enquire with your home insurance policy first. However, I have found the best policies to



be separate business-focused ones that cover liability for underwater sessions. The second part of this task is ensuring that you have a contract that covers underwater sessions. Liability and contracts differ from region to region. While you may find documents online and adapt them for your use, always take legal documents to a lawyer in your area for review!

Once you have a client, Care doesn't stop; in fact it increases in importance. I always pick up the phone and talk to a client considering underwater photography well before booking. Yes, I know lots of us hate talking on the phone, but I have found it necessary for underwater sessions especially. I go through a series of questions that allow me to really understand what the client is looking for, how much swimming experience they have, and what their comfort level is with water. You would be surprised by the number of people who want underwater sessions but cannot swim! Knowing my clients allows me to be mindful during the session, not push them too much, and gear the poses, the pool and the experience to keep them safe. Another step in Care is selecting props that are lightweight and you know will work underwater. I offer a number of dresses and props in my client selection wardrobe that I have worked with underwater (and can anticipate

WISE WORDS

“When you are working with clients, it’s simply unsafe not to have someone whose sole expertise and job it is to keep an eye out for the subtle signs that a client, or yourself, may be in trouble”

who they might be best suited to). Light chiffon dresses and materials are the best for moms-to-be, and long dresses look spectacular but are very hard to swim in, so keep that in mind, too. Often what you see in your Pinterest results for “underwater poses” are composites in which materials are added, because it can be challenging to move in them underwater. The final step in “Care” is ensuring you are offering sessions only with a lifeguard, and a helper present to help with materials, props, backdrops, etc. When you are working with clients, it’s simply unsafe not to have someone whose sole expertise and job it is to keep an eye out for the subtle signs that a client, or yourself, may be in trouble. I never do sessions without a lifeguard and advise the same for you and your business. The extra pair of hands to help clients, I have found invaluable. Plus, my clients appreciate it!

Before and during a session underwater, Coach is a critical step. When I am speaking before the session with my clients, I start the coaching early and get them to practice holding their breath without puffing their cheeks, channeling their “inner ballerina” by elongating their body, and providing them with tips to start to work with their family members. I am honest with them and tell them how challenging underwater sessions are, how I will get them to repeat poses and moves, and I create an atmosphere right at the start by telling them I will coach them often during the session. In every session I have had with clients, without fail, they all comment on how it was much harder to do than they expected, or the pictures looked like. I asked Kathryn Langley, a client and a fellow NAPCP photographer for a little perspective on the session to share with you.





get the
PHOTOS
your
clients

will love



“Jennifer was such a great coach in the water and made me feel so confident, always telling me that I was doing good even when I would completely forget the instructions she gave me once I was underwater. Jennifer warned me when we were planning the session that underwater posing is hard, and boy was she right! Trying to remember to look graceful and follow her posing instructions, all while trying not to also drown was a lot to think about but every time I came up for air Jennifer was so reassuring that the session was going really well. When I received the gallery I was absolutely blown away by what she had created! “

(Check out Kathryn’s beautiful work at www.kathrynlangleyp photography.ca)

Coaching your client before and during the session, and boosting your client’s confidence, allows them to feel safe and secure during a challenging session. It also gets you amazing pictures every time! Never underestimate how hard it is for them and how hard they have to work – a coaching approach makes it the best experience for all involved.

Which brings me to the final C when working with clients for underwater sessions, Communicate. For this tip I follow some great advice I received long ago, that when communicating something new, people have to hear it at least seven different times, often seven different ways. I repeat myself often before and during underwater sessions, and know that I have to when going into a session. The communication begins when you pick up the phone to talk to your client before the session, when you send them tips beforehand





and when you communicate during the session, not only through coaching your client, but explaining things in advance. I always let my client know that we will have the facility to ourselves, but lifeguards and an assistant will be present to help them out. I communicate the tips and what they need to bring in advance. I communicate the pool we will be swimming in, the layout, how warm the water is, all so they know in advance what to expect. An underwater session is not like a regular session and I find communicating with clients really reduces any concerns they may have about the session and relaxes them so they can focus on my instructions. During the session itself, I often repeat to clients that I will have them repeat poses and instructions at least three times, to make sure I have the photographs I need (as underwater is incredibly unpredictable). This lets them know ahead of time that they aren't doing anything wrong; it's just the nature of the session. Finally, I communicate how long it will take me to get their gallery finished and I always let them know that underwater sessions take much longer than regular sessions to edit.

Underwater sessions are really unlike any other. Though you may find the the extra preparation and planning intimidating, you'll find that underwater sessions are well worth the effort, and a great way to stand out in your business. I hope that these tips help you prepare to work with your clients underwater, and that you create beautiful images to share with our NAPCP community!

featured artist



Jennifer Kapala

Business: Jennifer Kapala Photography

Website: jenniferkapalaphotography.com

Instagram: @jenniferkapala

MEMBER

inspired.
INSPIRED
 A NAPCP GALLERY EVENT

Our deepest gratitude to our judges who dedicated their expertise and time to deliberating, judging, and scoring all Top 100 prints in person and for all of those who attended the event. We loved celebrating these amazing artists together! We can't wait to share our winners with you all in next month's issue of *Inspired*. Until then, you can see them all at napcp.com!

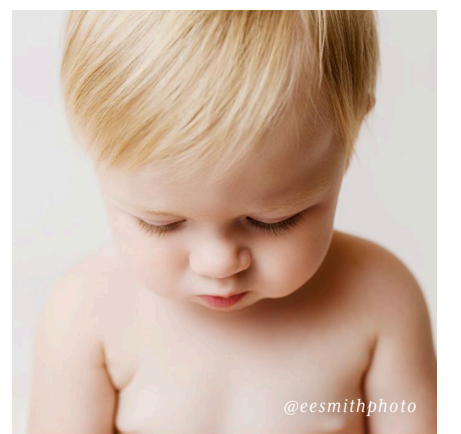


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July 2019

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Tag #NAPCP on Instagram and you may see your work in a future issue of *Inspired*!

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Self portrait by Kathryn Langley, NAPCP Ambassador

EXPOSURE

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform through which they can share their knowledge and work with the world!

WAYS TO CONTRIBUTE

For more information, please contact us at: info@napcp.com

- Contribute to Inspired Magazine
- Host a Marketing Monday
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