



Focus on Photographers

Five ways to put you in the picture

Morgan PR has been lucky to work with many different photographers, from the generalist brilliance of so many press photographers through to specialist photographers who have snapped out a niche. All have their place and in this report we focus on five ways you can pick the right photographer.

We recently spent a day in and around the studio with a truly remarkable photographer as we refreshed our portfolio of images for our website and other marketing collateral and would urge you to check out **Neale James** (pictured right) and marvel at his photographs on www.nealejames.com and indeed within this report. That rewarding encounter prompted us to reveal how you find a photographer like Neale.



1. Rapport: Honestly, your chosen photographer has to be personable. They need to put you at your ease and instil confidence in order to take truly stunning photographs. Ask to meet with any prospective photographer, preferably at their studio - and especially if you want studio photographs! Any decent photographer will be more than happy to meet and will come to you if you rather. If they don't, then they probably are not the photographer for your business.

2. Portfolio: Great photographers have truly remarkable portfolios, often online. Always ask to see them. There are many, often talented, amateurs out there from whom digital has made it simple to appear professional. Look for a portfolio brimming with the kind of images that you are looking for and be prepared to be moved to 'Wow!' They really should be that good.

3. Creativity: Do you know what you want? This is vital and don't worry if you do not, but establish whether you need a professional photographer who can come up with ideas or whether you want one for can precisely interpret a brief. A truly creative photographer will be frustrated by a tight brief while a photographer who would rather work from a brief will be uncomfortable with the proverbial blank canvas.

4. Style: This ties in with the above points. How they actually interact with the camera in hand and the images this produce should be considered. Do ask for references from similar clients.

5. Copyright: Legally any image belongs to the photographer. Most will grant a perpetual licence and some with transfer their copyright to you. But beware, there are some disreputable souls who will try and charge you whenever you need to use the images again. A sure sign of an amateur! Most will happily and proudly handover all the images you want.

So good luck and we hope these simple considerations will help you focus on the right photographer.

