

For Photographers

I give photographers permission and encourage you all to grab excerpts WITH proper credit and linkage to the Professional Child Photographer Consumer Guide web site:

<http://www.professionalchildphotographer.com>

(if you take an excerpt for your site please credit author Marianne Drenthe of Marmalade Photography with appropriate link to this site)

Ultimately this resource was created with you, the professional children's and family photographer in mind.

In early 2007 a series of articles had been published that made myself and other photographers bristle a bit at the loose terminology and assumption of those articles that becoming a photographer takes little more than a camera. I felt that these articles overlooked the obvious and failed to research what it takes to preserve and create memories for families, to create a reputable business line and really overlooked the hard work small business ownership entails. Inspired by the DWF's [Wedding Photography FAQ](#), I desired to create a similar resource for the education of consumers of child and family photography. After reading those articles making it (the business of photography) seem little more than a very part time work from home gig that women undertake, making what I and hundreds of other talented, dedicated professional photographers do seem so "easy", it finally invoked a feeling in me to DO SOMETHING to educate the public about what it is that we do to create timeless pieces of photographic art for their homes.

From my own experiences, I do not just march into a home or into any given situation and take "pretty pictures". There is so much time and skill involved with a dose of talent thrown in. Assessing the light, assessing the dynamics, assessing the environment are skills that are not easily achieved, nor do I believe everyone is capable of. Connecting with your subject(s) is also a skill not every one, including every photographer, possesses. Coupled with the technical know how of your camera and equipment, today's photographer makes a sizable investment in time and monetarily to create photographs that have meaning and that truly stop time. As a photographer you understand the hard work, the perseverance, the dedication and the long long hours that business ownership requires. Clicking the shutter and composing a decent picture is NOT rocket science but understanding all the fundamentals, knowing the rules, when to break them and having the boldness to create something timeless...that requires extreme dedication and a desire to excel at business.

Digital SLRs, aka "the digital revolution", are here to stay. In many ways this new market of a greater number of photographers has pushed us to be better than ever. This is ultimately best for the consumer and I see the future as the cream rising to the top. With vested interest in my own business and as an advocate for the true professional child photographer, I have struggled with what direction to pursue my business and to pursue my own mission in this profession. I can only hope that this guide will help some of my fellow photographers in guidance and in helping their clients/potential clients make the right choice for their families. I know that many of us are struggling with educating the public and I hope that ultimately, this website can be used as a resource.

Please feel free to use excerpts or refer clients and potential clients to this site. It was created for you and for them and in the coming weeks I hope to add even more content to this site.

Also please check out the new [Photographers Pricing Guide](#) that is being offered at introductory pricing.

Feel free to [email me](#) with any questions, concerns, ideas for articles, etc. to take under consideration.

[Mare/Marmalade](#)

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Who We Are

This site has been an invaluable source of information for consumers & photographers since early 2007. We started this site with you in mind. All donations go towards supporting and hosting the site.

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