



WINTER
2011

PHOTO
FROLIC
Established 2010

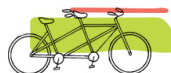
- | | | | |
|----------------|---------------------|--------------------|------------------|
| in this issue: | caring for products | winter shoot ideas | exclusive coupon |
|----------------|---------------------|--------------------|------------------|



what's new?

What isn't new? Last year, I decided that I wanted to create a more boutique experience for my portrait clients. Weddings and portraits are very different and have different needs from consultation to final product. I came to the conclusion that the only way to make that happen was to separate the wedding and portrait sides of my business. Thus PhotoFrolic was born. The name sums up my enthusiastic and fun approach to family portraiture. I think you'll like the changes from booking, to ordering sessions, to a referral program, to consultations, to new, varied and fun final products. I can't wait to see what you have in store for me in 2011!

I am of course still taking wedding commissions, so help me spread the word about PhotoFrolic & Shannon Cunningham Photography!



what I've been up to lately

In addition to launching PhotoFrolic, Shannon Cunningham Photography was honored to have been chosen a 'The Knot Best of Weddings Pick for 2011'! Only 10 photographers in the Austin area were honored and the designation was based on feedback from brides. Thank you wonderful clients! You make coming to work everyday amazing!





“When the bold
branches Bid
farewell to
rainbow leaves -
Welcome wool
sweaters.”

- B. Cybrill



how to care for your images, albums, art

Following are some sure-fire tips for protecting your photographic investment for years to come.

- Always keep art away from direct sunlight, dust and moisture.
- Albums should be stored in their original boxes and pouches as much as possible.
- Be careful when handling canvases, prints, and albums; fingernails can scratch and oils from your fingers can transfer to the images.
- Leather album covers may be cleaned by wiping softly with a damp cloth.
- Clean photographs/canvases with a lint-free dry cloth, wiping softly.

MAKE A BACKUP COPY OF ANY IMAGE FILE YOU PURCHASE



client spotlight

The Lea family contacted me with exciting news! They had recently added to their family. They adopted Tony, a middle school aged boy to add to their two girls. They wanted to send out Thanksgiving cards announcing Tony, so we headed out to a local park to capture the first images of the new family together. It was a joy seeing his mom and dad and new sisters interact with him. It was as if he had always been around. I'm so happy for you Lea family and honored that you chose me to document this awesome news.



What to Wear?

It is absolutely the most common question I get before a session and I completely sympathize with wanting to 'get it right'. The short answer is 'Something you feel great in!' The longer answer is to 'coordinate, but not match. No busy patterns, except on little ones and let your personality shine through!' In the hopes of generating some ideas, I've started a monthly 'What to Wear?' post on the blog. You can search for it in the categories. Keep in mind, it's just a guide. I want to see YOU in your clothing choices!



about town

Is there a special place in Austin for you and your family? Don't be shy about bringing it up when we talk locations. I love shooting in new places.



great ideas for a winter session

- Slippers and new, fun pajamas
- Colorful leg warmers
- Outdoors in bright scarves
- A cozy fireplace

when the weather outside is frightful....

Well, we don't really get frightful weather that often here in Texas, but when the temperature is chilly and we can't shoot outside (for example, with a newborn), consider a shoot at your home. It'll give your shoot a cozy 'lifestyle' look. It's also a great excuse to break out the fuzzy socks!

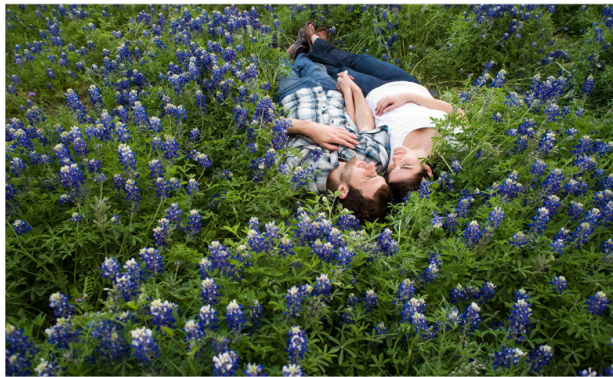
For an indoor shoot, I'll help you:

- move furniture around for the perfect "magazine like" staged setting
- note the time of day when window light is best for the most beautiful and flattering portraits possible
- incorporate small props to use throughout the house to give your shoot more personality
- make sure to create room for photographic lighting to help brighten your space when we shoot in your surroundings.



upcoming events

Unfortunately, the lack of rain this winter does not make the bluebonnet forecast promising. However, PhotoFrolic will be having Wildflower/Field Mini Sessions in the spring - bluebonnets or not! The cost will be \$100 for a 20 minute session with a \$20 print credit OR \$350 for a 20 minute session and all high resolution files. Dates are tentatively Thursday morning, March 3, Saturday March 5 (morning and afternoon) and Sunday April 17. Book soon for your preferred session time!



exclusive coupon + vote for your favorite!

Newsletter Special: As part of the grand opening, I'm offering \$50 off of any single photo session (Baby Mini not included) and \$150 off of any Photo Plan. Expires 02/28. Session must be scheduled (not necessarily shot) by 02/28.

Don't forget about voting for your favorite image on the blog for the quarterly contest!

www.photofrolic.com
512.745.0572
hello@photofrolic.com