



DOWNLOADS

BY BRENDA THOMPSON PHOTOGRAPHY

"You want me on that wall; you need me on that wall!"

Nathan R. Jessep, *A Few Good Men*



THANK YOU!

Thank you for purchasing downloads! It's a GREAT investment and will allow you to print so much more at so much less cost!

Now that you have purchased downloads from BRENDA THOMPSON PHOTOGRAPHY, you may print at any lab. However, photos from BRENDA THOMPSON PHOTOGRAPHY are calibrated for ONE lab. This means that your photos may not print exactly the way they show up on the computer should you choose to print outside of our lab. The image files in your download gallery are set to batch pricing, and you now have unlocked the same pricing that BTP pays for products as well. This saves you money and time in the long run because YOU place your order directly with the lab, and photos are delivered directly to you.

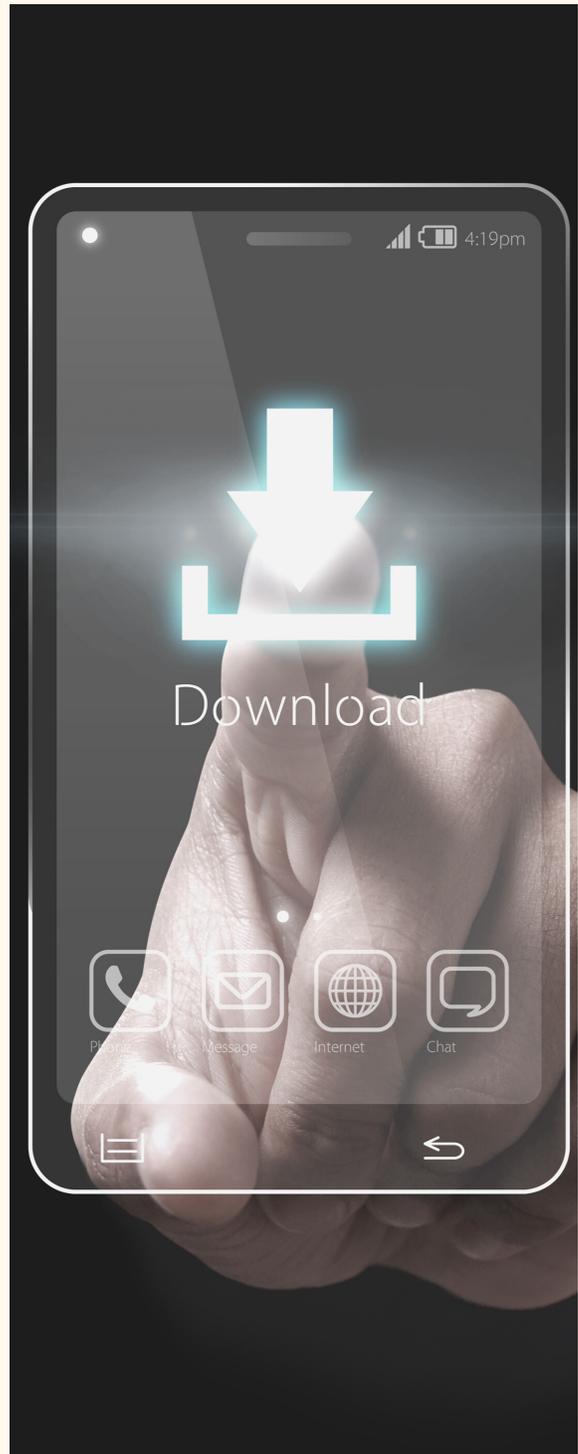
If you do not choose to purchase from our lab, it's not a problem. A list of recommended vendors is provided at the end of this brief pamphlet, and most labs offer great prints and products.

WHY DOWNLOADS?

BRENDA THOMPSON PHOTOGRAPHY is a full-service lab that offers photography services and products. Some clients prefer to purchase JUST the service of taking photos and ordering the prints and products on their own. In fact, most people want control over their own photos. Too, many of our clients are used to ordering for themselves and enjoy shopping for online for prints and products. These clients like to choose different companies and search for the best deals. It's for this and many other reasons that digital downloads are offered as an option for clients.

HOW DOES IT WORK?

You will receive TEN downloads from your session that are yours to keep or a coupon code to use toward your first purchase. These downloads (or coupon) are a thank you for your session with us. The downloads will be delivered to you in a gallery where you will be able to click the Download button to add the photos to your device. These photos will come with a copyright release and this download informational packet as well as a print recommendations form. This form will include a list of recommended vendors for printing. This list is ONLY recommendations, as you will be free to print from any vendor of choice. Many of the vendors listed are the ones used by BRENDA THOMPSON PHOTOGRAPHY. You also are able to share the gallery to friends and family who are also free to download and print through other vendors. These photos are NOT watermarked and are print-ready, meaning they are edited and ready for print.



HOW DO DOWNLOADS SAVE MONEY

and why do you offer them as an option?

The honest answer is that I love to take photos, and I like editing them. I love the artistic eye that is used up front and the technical side of enhancement after the taking of the photos. However, I do NOT love ordering and printing. It's not that I don't want to finish the process I started, it's that it's an easy task and one that I usually have someone else do. Because it can be timely when multiple clients order, this task can be costly depending on the size and scope of orders.

Too, as stated above, most clients WANT to print their own pictures. Some clients already know what company they want to use for Christmas cards or magnets. They have printed a photo book before or they have a coupon in hand.

Groupon, Rakuten and other money-saving online apps can offer discounts that BRENDA THOMPSON PHOTOGRAPHY cannot offer, as these sales are sporadic and short-lived.

The moral of this story is that my loss is your gain. I make downloads cheaper so that YOU save money and time. So, I may lose money overall, but YOU save money! And hopefully you'll return for the things I do love - taking and editing your priceless photos.

A NOTE ABOUT ONE-HOUR LABS

Sometimes you're in a hurry, and you need prints FAST. One-hour labs are great for quick-turnaround on prints and products. However, sometimes these labs are not the best quality. It's always a good idea to print ONE photo to see if the quality is good enough to purchase more prints. Just be cautious when using these labs as they may not provide the quality of prints you deserve.

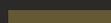




CONCLUSION

YOU GOT THIS!

Your next step is to get the photos from your computer to your wall! Make it your highest priority to create photos and products that you can touch and feel and **SHOW OFF!** It's not enough to share your images on social media. Your photos are for you and your family! They are something to be proud of and framed for proof of that one time when you smiled for the camera and paused for a portrait.



PRINT RECOMMENDATIONS



No matter where you print it's important to follow the guidelines below. Following these guidelines will make for the best printing situation possible.

TURN OFF COLOR-CORRECTION

Most labs will color-correct your photos. This feature is great when photos are unedited, but for edited photos, it's best to turn this feature off. If you are prompted to turn color-correct off, do so.

DO NOT OVER CROP

You may crop your photos to accentuate subjects, however be careful to not over crop your images. This will cause a low resolution and a grainy print. Follow any resolution recommendations offered by vendors.

BLACK AND WHITE PRINTS

When printing black and white prints, use COLOR images and SELECT BLACK AND WHITE as an option. Printing images that are edited to black and white in color may come out tinted. So, always select BLACK AND WHITE when purchasing black and white prints.

WALLETS

When ordering wallets, choose a image that has enough background for cropping. Closeup photos are not recommended for wallets. Pay close attention to the preview of the photo and the bleed lines (visual representation on how images will be cut).

DISCLAIMER

BRENDA THOMPSON PHOTOGRAPHY is not responsible for photos that were printed without following the above guidelines such as overly cropped or color-corrected photos. Please follow the guidelines above and read the vendor recommendations provided to you in your gallery. Contact us prior to printing should you have an questions or concerns.