

CREATING ART FOR PETS AND
THEIR PEOPLE IN YOUR
HOMETOWN AREA



Hi! I'm Katherine



I am a passionate pet photographer that serves the greater Des Moines area. I work with local rescues to improve that dreaded shelter intake photo and pet parents to create custom artwork to share the love of their pets. As you can imagine shelter pets aren't the most well trained animals, but they still deserve to put their best paw forward to help them get a good home. I have tricks of the trade to get the best side of your furry family member. Because that what they are. Family! You and your family deserve to have a long lasting and beautiful memory of this stage of their lives that you can share for generations, not just a scrolling image on the screen. When you have a session with me we will talk about what makes for family member special and how we can show that and the love you have for them.

*Not all photography businesses are created equal.
Here's what you can expect from Katherine Austin
Photography:*

01

Your pets are the beating hearts of my business. Because I'm a pet photographer first and foremost, I not only know ALL the tricks and tips to create incredible images with four-legged subjects, but I'll also love and adore your precious animals – it's just who I am.

02

We create art. Sure, digital files are available and many clients choose to add them onto their order. But here at Katherine Austin Photography, the primary focus is creating tangible, beautiful artwork that will bring you joy for years to come.

03

Count on quality. Whether your artwork is a eye-catching framed piece on the wall or a keepsake album on the shelf to look at year after year, rest assured that it comes from the best artisans in the business. If you're used to photo prints from Costco, you're in for a revelation!

The Experience

STEP 1

Book your design consultation. It's a quick and easy process -just call 515-525-8008 or email katherine@katherineaustinphotography.com

STEP 2

Design Consultation. This is your in person appointment in which we'll plan all of the details: dates, times, locations, and what you may choose to do with the images afterwards.

STEP 3

The session. This is where the magic happens! Leave all worries and expectations at the door and just enjoy the experience. Your dog's only job is to be a dog!

STEP 4

The ordering appointment. Held at LOCATION, this is where the much-anticipated image reveal happens! You choose your favorites, and I'll walk you through the options as we decide how you'll most enjoy your images, often through a combination of artwork, albums and digital files.

STEP 5

Elation! Your products are in, and you can't stop smiling as you enjoy your gorgeous new artwork!

4 | THE EXPERIENCE





My dog won't sit still

It's okay! I promise you that I successfully photograph hyper, untrained dogs ALL the time. I guarantee that we'll be able to create images that you love—or I'll refund your reservation fee.

Here's a secret: Most of the dogs you see on my website were wearing leashes during our session.

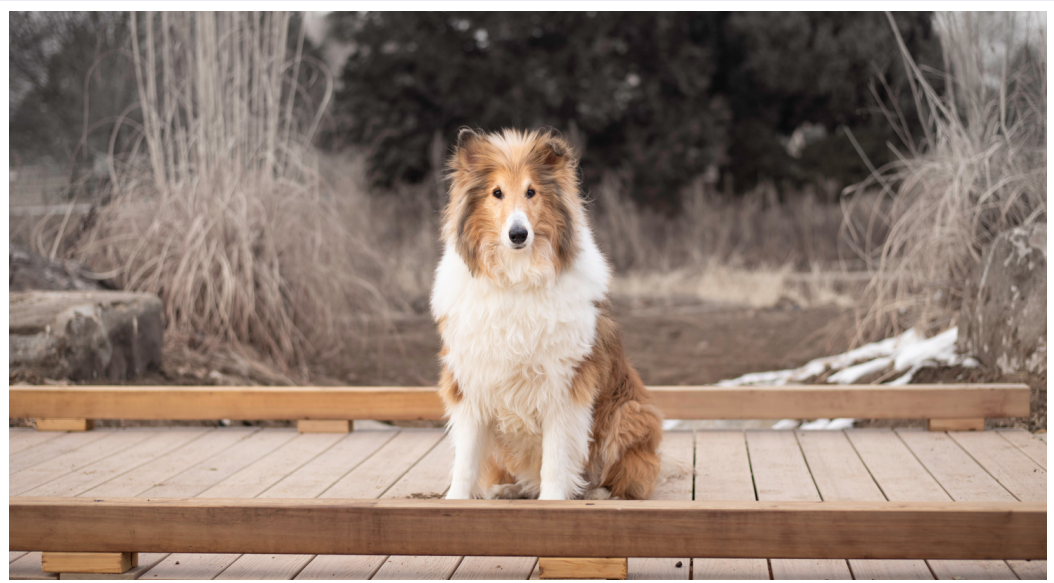
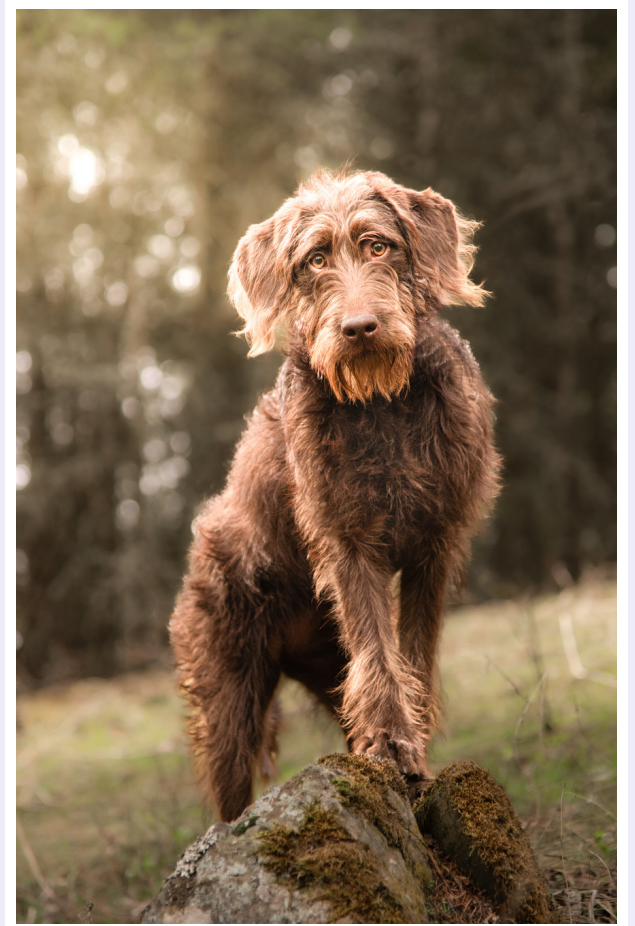
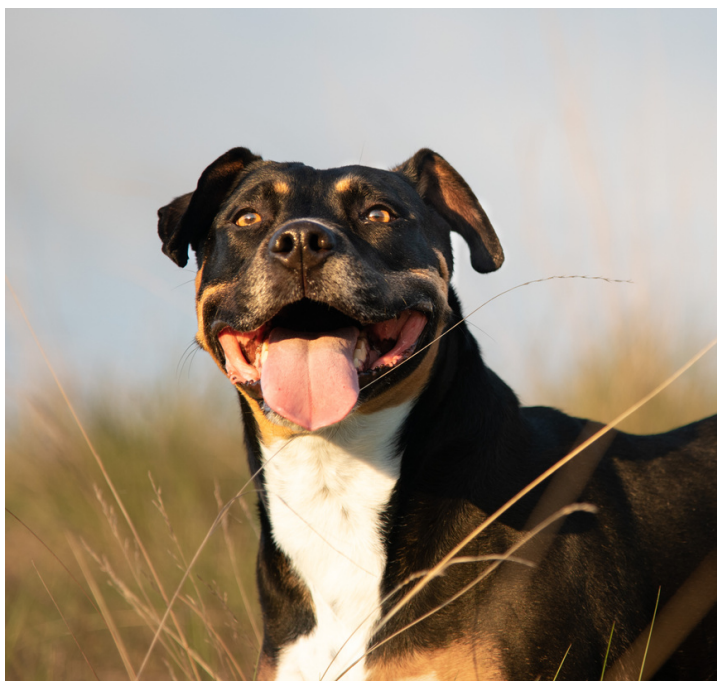
After some delicate Photoshop work...presto chango...suddenly you see before you a naked dog!

We can even use a special long line to safely create action shots if your dog can't be off leash. And with my arsenal of duck calls and squeakers, I know how to get your pup's attention. You let me know what kind of images you love, and I'll bring the tools and the know-how to create them for you!

Photoshop Magic

Leashes: all the cool kids are wearing them! Your dog's safety is of the utmost importance. In an urban environment, or even out in the wild if your pup is a "flight risk," we'll definitely want to use a leash. But no worries—as you can see from the Before and After images below, it'll stay our little secret thanks to the magic of Photoshop!







The Artwork

Wall art is the finishing touch in any home. Why settle for yawn-worthy prints from the home-dec store, when you could adorn your walls with your favorite four-legged family member?!

Choose from a variety of contemporary, rustic or traditional wall art options. Whether you decide on one single, breathtaking piece or a multi-image wall gallery, it's sure to make a joyful statement.

Limited wall space? You can also select from an assortment of archival coffee-table albums or image boxes that will showcase your beloved images for decades to come. Digital files are also an option, of course, but I recommend them as a complement to tangible artwork you can enjoy every day, no scrolling required.



Investment

\$250 SESSION FEE FOR SIGNATURE SESSIONS

What does a session include?

- A private on-location pet photography session in YOUR TOWN.
- Session can include all humans and animals in the same household.
- Up to 2-hours of shooting time
- View and choose from images at your personal viewing and ordering appointment

Please note:

Your session fee does not include any printed products or digital files. There is no minimum order, but most client's invest at least \$1000 in their pet photography experience.



Investment

\$35 RESERVATION RETAINER FOR SIGNATURE SESSIONS

What is a reservation retainer?

Simple! It reserved time on my calendar for our shoot, but it magically transforms into a product credit at our viewing and ordering appointment, allowing you to spend it on anything you chose!

What does a session include?

- A private on-location pet photography session in YOUR TOWN.
- Session can include all humans and animals in the same household.
- 1 - 3 hours of shooting time depending on session selection
- View and choose from images at your personal viewing and ordering appointment

Please note:

While the reservation fee can be used toward the purchase of digital files, they are purchased separately and not included with your retainer.

There is no minimum order, but most clients invest at least \$1000 in their pet photography experience.

FAQs

My dog doesn't know sit or stay. Is that a problem?

Not at all! Some of my favorite portraits are of dogs standing up. And rest assured, I have a DEEP well of unique sounds and tasty treats to grab their attention—even if it's just for that split second while I capture each image.

My dog can't be off leash. Can I still do a session?

Yes! Absolutely! Believe it or not, 95% of the dogs that I photograph are on leash. Leashes not only keep your best pal safe, but they're also important for following local laws when photographing in urban environments. Thanks to the wizardry of Photoshop, leashes will be removed from most final images.

What about harnesses or gentle leaders, can those be edited out?

Well, Photoshop does have its limitations. Super-bulky harnesses hide so much of the dog's chest that it's very challenging to accurately rebuild those pixels in post-production. Gentle leaders can leave unsightly shadows or pull on dog's skin, so those are also a challenge to digitally remove. If your dog normally wears one of these for walks, I recommend using it while walking to our location, but also bringing a flat collar to use for the actual shoot. If you need to stick with the harness or gentle leader but would like it edited from final images, there is an additional retouching fee. However, digital removals for leashes, regular flat collars and martingale collars are always included.

My dog is super reactive to other dogs/people/bicycles. How can we do a session?

I completely understand; the world can be a scary place for all of us sometimes. If your dog is nervous or reactive, we can choose a location that suits his temperament. I have a few out-of-the-way locations that receive very little dog or foot traffic, or we can rent a private location for a small fee, ensuring that we see won't see a soul.

My dog is a never-ending ball of energy! How do you manage high-energy dogs?

My camera shutter speed goes all the way up to 1/8000 of a second—in other words, plenty fast enough to capture even the most active dog! Our sessions never require your dog to sit, stay and behave for hours (or even minutes) on end. One of the benefits of hiring a pet-specific photographer is that we know how to work with "hyper" models and still deliver gorgeous images, jam-packed with personality.



FAQs

Can I be in the images, too?

Of course! I love documenting the wonderful connection between you and your dog. While we can certainly capture a traditional portrait of you both smiling at the camera, my clients especially love the candid images of the moments you share. If you're especially camera shy, I can still create some lovely, creative images that tell the story of your relationship. Please just trust me, and remember that you don't need to purchase or display any images that you don't adore.

What time will our photo session be?

The most magical light for photography happens during the "golden hour," which is why I schedule most sessions during the last two hours of daylight. However, certain locations—such as urban areas that bustle with activity during the evening—are better suited for morning sessions, when we can still take advantage of the lovely low-angle light.

How do I choose a location?

It's a big decision, but I'm here to help with plenty of recommendations. During our session-planning call we'll discuss the look you're after, any special needs your dog might have (mobility challenges, anxiety, etc.) and scheduling constraints on your part (e.g. mornings only). With all that in mind, we'll settle on the perfect location for your custom session.

What if it's raining?

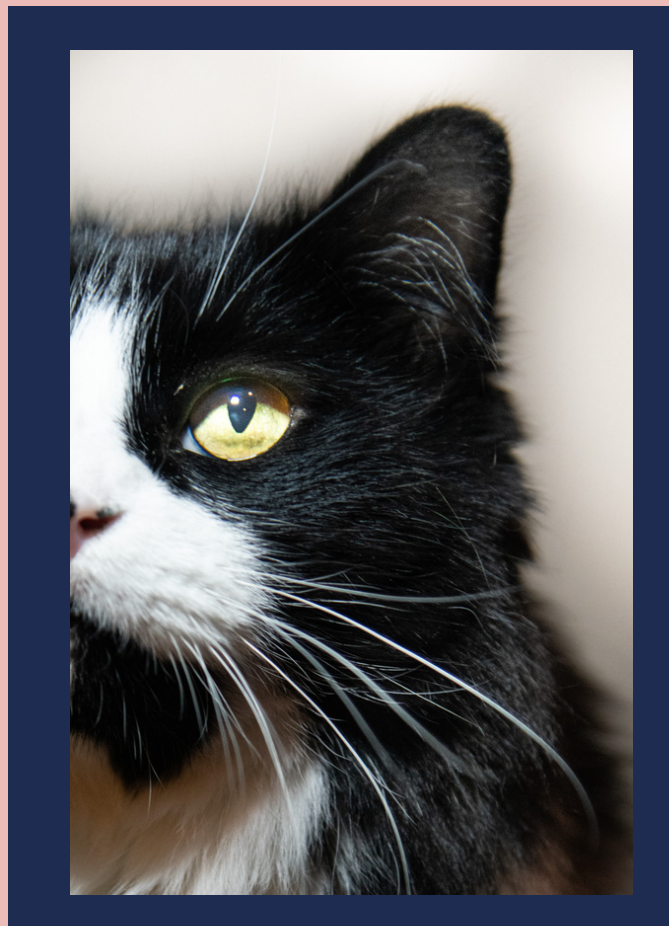
If the weather is less than ideal, we can definitely reschedule. Your reservation retainer simply transfers over to our new session date—easy peasy!

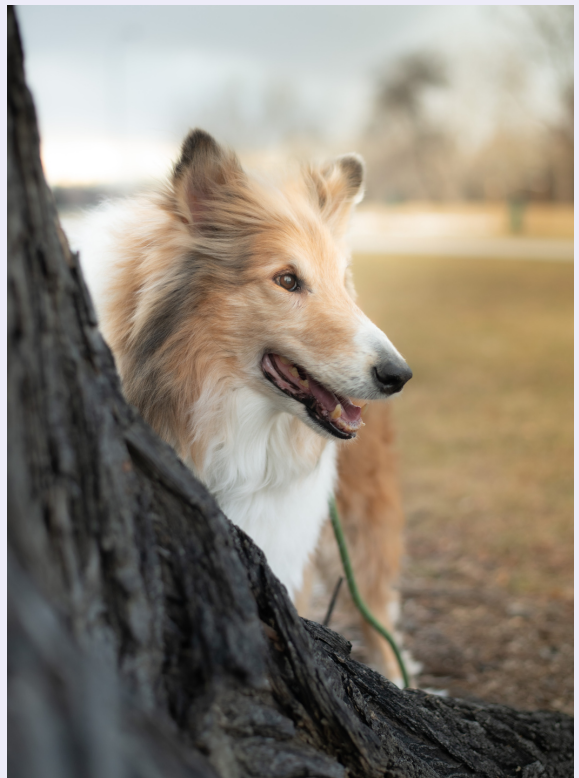
Who can come to the session?

Everyone who lives in your household (furry or not) is welcome to participate in our session. In the interest of minimizing distractions, however, I do ask that only those who will be in the photos come along. If you're interested in holding a session with your dog's best bud of your extended family, I'd be happy to put together a custom quote.

Do you photograph pets other than dogs?

Fur, feathers, scales and tails—I photograph them all! While the majority of my clients are of the canine variety, I do photograph the feline set from time to time.





Is this right for me?

A successful portrait session is an investment of both time and money, so it's important to make the right choice for yourself.

For Katherine Austin Photography clients, pets are cherished family members. They're loved to the moon and back and receive only the highest standard of care. They even, somehow, get away with stealing two-thirds of the bed! Katherine Austin clients are also discriminating, appreciating quality not only in the images we create, but also in the stunning heirloom artwork that results.

If you're ready to join the club of delighted clients, you can schedule your session by calling 515-525-8008 or e-mailing katherine@katherineaustinphotography.com. Still have questions and would like to schedule a no-obligation, 15-minute discovery call?

We can do that too!



www.katherineaustinphotography.com
katherine@katherineaustinphotography.com
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