



Andath Waller
PHOTOGRAPHY

Photo Editing

Hello and Welcome!

Do you need help?
Read on! I've got you!



"Do what you do best. outsource the rest"

PETER DRUCKER

OUTSOURCE YOUR EDITING

Do you need help? Would you like the luxury of spending more time with your family and friends instead of editing images? We all do! I am here to help you spend more time in the areas that are most important to you. I have edited images for many years (all the way back to Elements days - yikes!) and will work with you to edit your images to your style.

I know how crazy your world can be. And I know how passionate you are about your photography because I am the same. I get you! I also run a photography business and know how much energy it takes to focus on all the important areas like marketing, scheduling sessions, and the ordering consults. I can help eliminate some of that pressure.

— Ardath Waller



#Wealth is the result of the value of time"

- Sunday Adelaja

- Spend more time _____
- Spend more time _____
- Spend more time _____
- Spend more time _____
- Spend more time _____



TURNAROUND & PROCESS

how the process works

TURNAROUND TIME

within 3 days once scheduled

SCHEDULING

Scheduling is easy! Just send me a note letting me know that you are ready and then I will respond with current scheduling availability.

You would then upload your catalogs and then I will send an invoice for the editing. Once payment is received, I will hold that timeframe for you!

Once we get going routinely, you may want to go ahead and upload your catalogs and then I will provide an estimated time to process target date. It's that simple!

COMPLETION

I use WeTransfer to send and receive catalogs. It is quick and easy!

And I love feedback. My goal is to learn to edit just like you! I take notes and keep those for the next set of images.

And remember, I love to edit! Editing wedding images is my all-time favorite but I am not picky. :-)

It is super fun for me to see what you have done.

Once you receive the catalogs back, you will be able to quickly load them into your Lightroom Catalog and show them to your clients or post to your socila media. It's that simple!



BOOKING & TURNAROUND PROCESS

STEP #1 | LIGHTROOM ORGANIZATION



I recommend organizing your Lightroom first by making sure it is up to date.

Then you'd want to create a collection of the wedding or event and possibly also create collections within such as getting ready, pre-ceremony guests, ceremony, reception, etc.

You'll be creating anchor images until you and I are editing consistently. This really helps to ensure the editing is to your specifications.

STEP #2 | EXPORT THE CATALOG FOR EDITING

First you'll select your images and will verify the count. Then you'll ensure smart previews are built. And then you will export as a catalog and name the file. Simple!

You'll want to double check the image count and ensure there are three files created - the Lightroom catalog file, the smart previews data file, and the catalog data file.



STEP #3 | SEND TO ME!



Next, you will submit the three files using the WeTransfer link that I have provided.

Within a day or two you will receive an invoice from me as confirmation that I have successfully received your catalog.

Once the invoice payment is received, I will send you a confirmation of the targeted completion date.

STEP #4 | THAT'S IT!

This is the easy part for you. You can use this time to do anything else you'd like - more sessions, work on your marketing, spend more time with your loved ones, hiking in the woods...whatever you'd like!

Just a reminder during this time, though - please do not move or rename your catalogs or photos while you are waiting to receive the edits from me. If you do, this could result in errors and "missing links" while importing the finished edits.



TURNAROUND & PROCESS

Ta Da!



FINAL STEP
RECEIVING YOUR FILES

You will receive a notice when the edits are complete and then you will be able to download the edits and then import them into your Lightroom.

Isn't this great! Time to review with your client!



TURNAROUND & PROCESS



Service Cost

STANDARD EDITING PRICE PER IMAGE

\$.25 per image

STANDARD LIGHTROOM EDITING INCLUDED:

Basic Lightroom edits are super powerful. Lightroom has grown into a powerful editing tool and can be used to:

- SET THE CROPPING
- SET COLOR BALANCE ACROSS MULTIPLE IMAGES
- NOISE CORRECTION
- HIGHLIGHTS AND SHADOWS
- APPLY PRESETS
- STRAIGHTEN IMAGES
- CORRECT EXPOSURE





Additional Services

PHOTOSHOP SMALL EDITS

- \$2.50 per image
- Teeth Whitening
 - Hair flyaway removal
 - Small blemish removal

PHOTOSHOP LARGER EDITS

- \$5.00 per image
- Face swapping
 - Background extensions
 - Skin smoothing

CULLING

- \$.05 per image
- Find the keepers!

NOTE: Only in conjunction
with photo editing.

LOOKING FOR SOMETHING ELSE?

No Problem! Send me an email and
we'll talk!

EMAIL

ARDATH@ARDATHWALLER.COM

COMMON QUESTIONS

HOW HAS YOUR BACKGROUND PREPARED YOU FOR THIS ROLE?

I have worked for Corporate America all my career - 13 years in accounting and 25 years in system implementations & consulting. I am a PMP (Professional Project Manager) and a CPP (Certified Professional Photographer). I am also a photographer with many years editing experience.

WHAT PHOTOGRAPHY EXPERIENCE DO YOU HAVE?

I have always had a camera in my hand! I have chronicled so much of my life that I understand the importance of capturing memories. If you browse my website you will see that I love montages, prof head shots, pet photography, and tween/high school senior photography.

HOW DO YOU STAY MOTIVATED WITH REPETITIVE TASKS?

I LOVE seeing what other photographers are capturing. And my most favorite images are of weddings. Everyone is looking their best, happy to be there, and the couple wants to capture their special day down to the details. Editing can also be events from galas to mini sessions. The subject matter changes from one catalog to the next and that makes it exciting!

WHAT IMAGE EDITING SOFTWARE DO YOU LOVE?

I use mainly Lightroom and Photoshop. For the purposes of basic editing, Lightroom is it! But sometimes LR just does not provide the tools needed for more complex editing and so that is where Photoshop comes in.

WHY DO YOU WANT TO PHOTO EDIT?

Currently, I work for corporate America and am preparing to retire in 2022 to focus full time on my photography business. I dream of getting a camper and traveling around this beautiful country of ours and photo editing would allow me that ability. I am really focused on Photo Editing to drive most of my income.

HOW DO YOU MAKE SURE YOU HIT THE TARGET DATE?

Once I receive your catalog and review it quickly, I will provide a target completion date based on my current workload and the size of the catalog. I am a stickler for meeting target dates as that is my reputation on the line and I know you are counting on a fairly quick turn-around timeframe. You can count on me!

*"You are never too old to
set a another goal or to
dream a new dream"*

— C. S. LEWIS



Ready to claim back your time?

LET'S GET STARTED

If we sound like a fit, please contact me and let's talk! I look forward to building a solid professional photo editing relationship with you!

LET'S GET IN TOUCH!

