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Welcome Guide: Onboarding Guidebook for Hannah Michelle Photography

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Welcome Guide: Onboarding Guidebook for Hannah Michelle Photography

By

Hannah Lozano

A capstone project submitted in partial fulfillment of the
requirements for the degree of Master of Arts in
Professional Writing in the Department of English

In the College of Humanities and Social Sciences of Kennesaw State University

Kennesaw, Georgia

2019

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Hannah Lozano

Capstone: Introductory Essay

December 4, 2019

When I enrolled in the MAPW program at KSU, I quickly learned how essential the coursework would be to starting my own business. After spending years as a hobbyist photographer, I realized that without the ability to communicate effectively, my skill was essentially useless. Effective communication is fundamental to running a successful business. I spent the majority of my time at KSU investigating how I can bring my coursework into my business. To complete this project, I used a variety of methods learned from my courses to create an on-boarding document for future employees of my photography business, Hannah Michelle Photography.

The on-boarding guide is as much a creative piece as it is an informative piece. The information included is essentially the foundation of Hannah Michelle Photography. It's a guidebook that explains, as concisely as possible, how the business is run on a day-to-day basis. The goal for this piece is to be able to hand the document to any new employee and have them understand the gist of the business. Of course, owning and working for a small business requires one to be able to adapt to a constantly changing environment and landscape. As technology is developed and modified, our processes will without a doubt do the same. However, one thing I've learned through this journey is that having a consistent brand look, feel, and voice, is critical for longevity. That's where my coursework comes in.

Through my time at KSU, I learned essential skills including basic but often overlooked grammar, HTML and CSS, how to design documents to visually separate information, how to maintain consistent style across a piece, and how to effectively explain a process, to name a few. I've found that these have been the most used skills in my capstone project and subsequently, my business. First and most importantly, I had a message that I needed to pass along to an employee. Writing this in a way that was easy to follow was my ultimate goal. In Technical Writing, we studied a variety of how-to books, learning how to explain processes to people of different experience levels. We also learned what didn't work about the same books. The capstone project was originally a project for this course and was later revised and expanded to become what it is today. I used what I learned in that course to create a how-to guide of my own, one that is essential for my business.

To start this project, I went through my entire workflow and consolidated it down to the most important parts. I specifically wanted to discuss our marketing platforms because that's the number one way the business grows, however, I refrained from getting too in the weeds because again, the environment is constantly changing. The idea here is to use this manual for more big picture topics and reserve the specifics for team meetings and individual projects. Because wedding days are often similar, I felt more comfortable spending more time talking about the wedding workflow in detail.

After the document was drafted, I then began the design phase of the project. This is where the consistent branding came into play. In early 2018, I worked with a branding specialist to dive into my business and help me develop a visual brand identity that would allow every document and piece of collateral to look consistent and true to Hannah Michelle Photography.

Ultimately, we were looking for a classic identity with a modern twist, playing with logos, typography, colors, and other elements to tie it all together. Since then, I have tried to keep a consistent look and feel across everything I create. This has even influenced how I shoot. This logo suite and color scheme was the baseline for creating the guidebook.

One minor difference between my original brand identity and the project is the font usage. Originally, we went with a script font paired with a sans serif font, and a year later swapped the sans serif for a serif font, aiming for a more classic look. It's not uncommon for wedding industry professionals to use a script font in their branding in order to create a romantic look. Out of the 60+ weddings I've photographed, the bride was the main point of contact in nearly every case, so I chose to take a more feminine approach to the design of my branding and website. However, script fonts can be challenging to read. On my website, the script font is reserved for large headings while a serif font is used for the body copy. For my capstone project, I chose to eliminate the script font from body copy, using it only in the logo and submark, and replace the heading with a sans serif font to allow for easier reading. You can see an example of the usage of script font in the appendix of the document.

I used a combination of what I learned in Document Design and Technical writing to create the overall page layout, as well as the visual separators within the pages. There were a few areas where I needed to share a list, tip, or graphic, and I used shapes in my brand colors to separate this information from the rest. This makes it stand out within the document, making it easier to find. I also used this in the educational resources section to separate headings from the body copy and to make it look slightly different than the rest of the document. I really wanted this document to capture the essence of Hannah Michelle Photography. When I shoot, I am for a

light and bright images that feels romantic but clean, just like the images on the cover as well as on the table of contents page. I wanted the guide to represent the brand so I chose a lighter color as the primary color since it was used the most.

As I stated before, the content of this document is fluid. I spend part of my work week taking online courses that will help further my business, and I am constantly learning new things to incorporate into this document. As the company grows, I intend to bring in employees who are experts in areas other than photography. For example, having an employee who specializes in social media management would bring so much to the table, allowing me to focus on what I do best. This project has allowed me to set a precedent for employees moving forward while maintaining a format that is easily adaptable to new material, while the program as a whole has given me the communication skills necessary to run a successful and constantly growing business.

AUGUST 2019

Welcome Guide

Onboarding
Guidebook for
Hannah Michelle
Photography



PHOTOGRAPHY



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Welcome from Hannah Lozano

Hi there! Welcome to Hannah Michelle Photography. If you're reading this, you're probably a new team member. I am excited to have you on board. Here at HMP, we truly love what we do and how we serve our clients. It's more than just a business when your business is capturing the happiest day of someone's life.

I have always loved photography, but never realized how much I would love owning a business. As it became time to grow my team, I wanted to approach it from the perspective of a new employee. I held a number of jobs before I decided to run this company full time, and each job lacked in the on-boarding department. I started many jobs not knowing exactly what my responsibilities would be, who I should report to, where to go if I had a problem, and I knew that if I ever became an employer, I would do everything in my power to prevent my employees from feeling this way.



Every new job will come with a period of ironing out kinks. Responsibilities can be confusing. There will always be a learning curve. But I want you to know that this team is here for you and here to help make this process as smooth as possible. We need you!

This manual should give you a starting point on how we do business here at Hannah Michelle Photography. As always, I am all ears for any questions or concerns you might have.

Cheers, and welcome to the team!

-Hannah

About Hannah Michelle Photography

Hannah Michelle Photography was founded in 2015 after Hannah spent a year working for a wedding coordinator. She had been a hobbyist photographer for a number of years and was so enamored by wedding photography as an art form that she decided it was what she wanted to do full time. By 2018, she was shooting 30 weddings a year all over Georgia and the Southeast. The same year, she expanded her business to reach an editorial market as well, and her business as a brand photographer for bloggers and other small businesses was thriving.



HMP was run by one person for a long time before Hannah decided to expand. We all wear many hats, and this manual is designed to help you wear each of them. You may not be doing each of these tasks every day, but when you are part of a team, you must be able to lend a hand to others when they need it. Knowing the business from front to back will help make this possible.

Our Philosophy

Hannah Michelle Photography is an elevated wedding photography brand that specializes in fine art photography. We leave each couple with a story told through a series of timeless images that can be cherished by loved ones forever.

PART ONE

THE BUSINESS



The Legalities

Hannah Michelle Photography is a single-member Limited Liability Corporation (LLC). This means that our personal assets are protected in the instance of a lawsuit, and that taxes are filed through the owner's personal tax return. Every year, we pay a fee to renew our LLC license through the State of Georgia. This probably won't be something you are responsible for, but it's important to know how we are structured.

As an employee of Hannah Michelle Photography, you are listed as an independent contractor. During tax season, you will be issued a 1099 form to report all of your earnings when you complete your annual taxes. This form is just letting the government know that we're both accounting for the money exchanged during the tax year. We'll keep track of this amount, but it's a good idea to keep your own records as well so that we have the same bottom line come tax time!

In the event that you receive a tip while working for Hannah Michelle Photography, you should keep a record of this. It's possible that you won't need to report these to the IRS, but it's good to keep a record of them just in case.

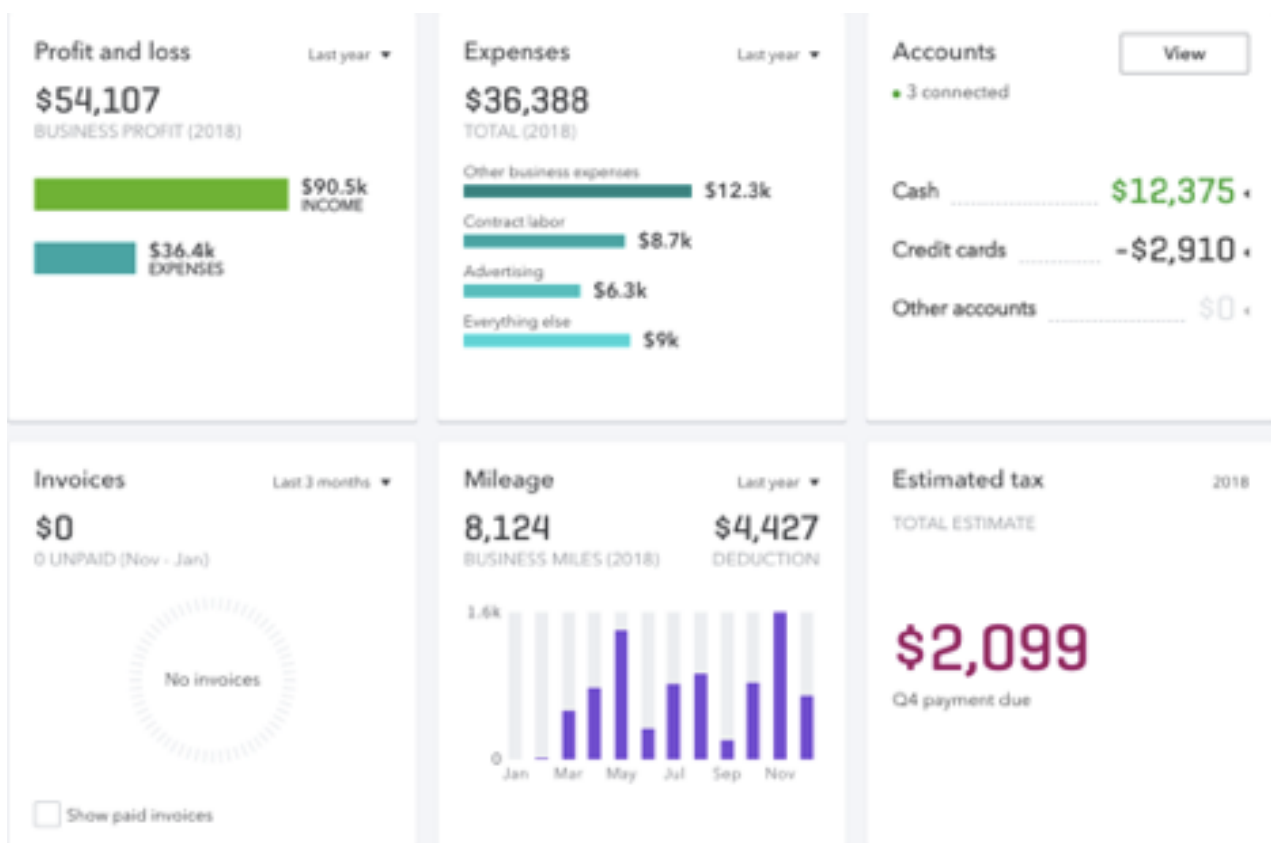
Things to Remember

- Hannah Michelle Photography is an LLC
- You will be taxed as an independent contractor using the 1099 form
- Keep track of your income and tips, and set aside money for taxes when you're paid

Bookkeeping & Accounting

This is a big one. When you own a business, it's critical that you are constantly keeping track of your income and expenses. Every quarter, we pay an estimated amount of taxes to the IRS, and this amount is based on our income and expenses for the quarter.

Luckily, we have a handy tool called Quickbooks to help us keep track of everything.



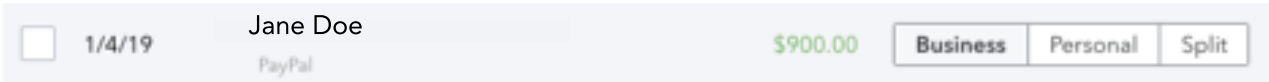
Reviewing Transactions

Each week, we review the transactions from the previous week. Quickbooks gives us the date of the transaction, the vendor or person who it's to or from, the amount, and whether it was a credit or a debit. This process allows us to categorize into business or personal expenses.

Once it's listed as a business transaction, we can go a step further to categorize based on what type of business transaction it is. For example, incoming money is typically considered income, but expenses can be categorized in a number of ways, including advertising, web services, photo/video equipment, and other business expenses. If you're not sure how to categorize something, just ask! We keep track of only Hannah Michelle Photography business accounts in our Quickbooks account, so personal expenses shouldn't show in this system.

Here's an example:

On January 4, a client paid \$900 via PayPal for their wedding final balance. This number appears in green because it's an incoming amount. We would mark this as 'business', and categorize it under income.



Quickbooks is a great tool because it allows us to see in real time our business profit and expenses, and staying on top of it throughout the year makes tax season a breeze. If you need any technical help with Quickbooks, you can refer to their help section on the website or in the app.

Reviewing Mileage

In addition to reviewing transactions, we review mileage weekly. Mileage is automatically tracked via GPS and can be categorized as business or personal. Once a trip is marked as business, it can be further labeled based on the nature of the trip. For example, if we're going to a photoshoot, you would enter 'photoshoot' for the reason. Some other examples of business mileage include travel to and from meetings, and travel to and from weddings. The easiest way to track mileage is through the Quickbooks mobile app. Again, staying on top of this throughout the year makes it easier to manage taxes. As an employee, you will be reimbursed at the standard federal rate for mileage to and from shoot locations outside of our main office.

Marketing Content & Social Media

Towards the end of each month, we will meet as a team to plan content for the following month. This is another area that will change month to month, but planning content is a collaborative effort in which your ideas will be considered and valued.

We create content in a number of different ways, but if graphics are going to be created, we have a number of branded templates available on Canva. Canva is an online design tool that we use to create Instagram story templates, Pinterest graphics, freebie PDFs, client proposals, and other collateral such as flyers and brochures. Most of our client contracts include terms that give Hannah Michelle Photography permission to use images for marketing materials and social media. If this clause has been removed from any contracts, the team will be notified and those images will be excluded from usage on these platforms.

Platforms include but are not limited to the following:

WORDPRESS BLOG

New blog posts are shared on Monday through the Wordpress Admin platform that is attached to the Hannah Michelle Photography website. These posts are used to share past wedding days, styled shoots, wedding planning tips and inspiration, and education content for brides and other photographers. Together, we will plan which blogs to launch when, as well as discuss any ideas for future shoots and holiday content. Team members will be assigned to certain blogs for writing and proofing.

PINTEREST

Pinterest requires minimal attention and offers a high impact. We use a platform called Tailwind to schedule Pinterest posts directly from our blog. A separate Tailwind tutorial will be provided, but posts should be scheduled each time a new blog launches. These posts will link back to our blog, generating more website traffic as well as building brand awareness. If education content is released, those pins should be scheduled as a priority.

ADDITIONAL PLATFORMS TO EXPLORE

In addition to the more traditional marketing platforms, Hannah Michelle Photography is also exploring the use of YouTube and podcasting for marketing content. Exploratory research on how to use these strategically is still needed, and that responsibility will be discussed in monthly marketing meetings.

Advertising

Advertising is one of those things that will change from month to month. We currently have a featured listing on www.theknot.com. We get many leads from this site and pay a monthly premium to be included. Our contract with The Knot starts in March and is set to renew each year. Check in at the beginning of the calendar year to confirm that we will be renewing for the following year.

In addition to The Knot, we have the option to run targeted ads on Facebook, Instagram, and Pinterest. These are used occasionally and for specific things like a special pricing promotion or an online course that Hannah Michelle Photography has developed. We connect as a team twice per month to discuss advertising efforts and determine if additional campaigns are needed to support certain projects.

The screenshot shows the profile page for Hannah Michelle Photography on The Knot. At the top, the navigation bar includes 'the knot' logo and links for PLANNING TOOLS, LOCAL VENDORS, WEDDING WEBSITES, REGISTRY, RINGS + DRESSES, PHOTOS, IDEAS & ADVICE, and SHOP. There are 'Sign Up' and 'Log In' buttons. Below the navigation, a breadcrumb trail reads: 'Wedding Vendors > Wedding Photographers > Georgia Wedding Photographers > Doraville Wedding Photographers > Hannah Michelle Photography'. A large image gallery is displayed, with the current image showing a bride and groom kissing outdoors. Below the gallery are navigation tabs for 'Photos', 'About', 'Details', 'Reviews', 'Contact', and 'Team'. The profile name 'Hannah Michelle Photography' is followed by a heart icon. The rating is 5.0 stars from 17 reviews, with a location of 'Greater Atlanta Area, Southeast, Worldwide'. Social media links for Facebook, Instagram, and Pinterest are provided. On the right side, a price range of '\$3,000 - \$4,999' is shown as a 'Starting Range'. Below this are buttons for 'Request Quote' and 'Message Vendor'. At the bottom right, there are icons for 'WEBSITE' and 'CALL'.

Email Marketing

Email marketing and newsletters are a new endeavor for Hannah Michelle Photography. In the coming years, we are eager to promote education content as well as other types of photography, such as food, fashion, and interiors (we love weddings, but we don't want to put all of our eggs in one basket). As marketing guru Jenna Kutcher says, it's unwise to build a business on borrowed territory such as social media platforms. If our business was 100% dependent on Instagram and one day Instagram shut down, how would we continue? That's where a solid email list comes in.

Email marketing is the fastest and most effective way to connect with our target audience in a personal way. However, getting the most from our subscribers involves a good deal of strategy. Most people are highly selective about who they give their email address to, and even then it's common for people to receive hundreds of emails on a weekly basis. Providing our readers with relevant and engaging content is crucial to keep them on our list long-term. Strategies include captivating subject lines, incentives, and heartfelt content.

We incentivize our subscribers by offering a freebie, or a downloadable piece of educational content, in order to get them to sign up. Our current freebie is a PDF that offers tips on how to prepare for a brand photography session. This 9-page PDF is full of great information and encourages new subscribers, allowing us to add them to a sales funnel that will help us convert them to a paying customer down the road.

The platform we use for email marketing is called FloDesk and is free up to a certain number of subscribers. The drag-and-drop templates are user friendly (much like Canva), so anyone on the team can be responsible for dropping in content and scheduling emails. We will discuss other email marketing strategies each month, but keep an eye out for online courses and podcasts that cover this topic. We want you to be well-versed in email etiquette.



LOOKING YOUR BEST FOR YOUR BRAND SHOOT



Tips and tricks
for a seamless branding session



PART TWO

THE CLIENT



Leads

At Hannah Michelle Photography, we use Dubsado for all project management. This system includes contact forms that automatically generate new leads in Dubsado. We've used Dubsado to create the contact form that lives on the Hannah Michelle Photography website, so it's easy to respond to and manage new leads. We also occasionally get leads from Facebook, so it's important to check and respond to messages on Facebook Messenger the same way we would respond to an email lead.

First Name:*


Last Name:*

Email:*

Fiancé/e's First Name:

Fiancé/e's Last Name:

What is the date of your event?*

Where will your event take place?*

Tell us about your event!

How did you hear about us? *

- Facebook
- Instagram
- Wedding Wire
- The Knot
- Client Referral
- Vendor Referral
- Google
- Other

If other, please explain:

When a new lead comes in, we try to respond within 24 hours. It's likely that this potential client is inquiring with a number of photographers, so a quick response improves our chance of scheduling a consultation with them. Our initial response is short and sweet, and usually looks something like this:

Hi [first name]!

Thank you so much for reaching out! We are available on [wedding date] and would love to schedule a quick call to get more information about your big day! We are available to chat on [list three options for a call]. Do any of these work for you?

Looking forward to chatting more!

Best,

Hannah

The consultation call should be used to introduce ourselves to the client and build a rapport with them, as well as gather pertinent information for creating a proposal. Below are a few questions to consider:

- Where will the wedding take place?
- How many hours of coverage do you need?
- Are you interested in an engagement session?
- How far into the planning process are you & when would you like to have a decision made?
- Who is involved in the decision-making process?
- Do you have an ideal price range for wedding photography?

These calls should be kept conversational rather than formal. Some clients will need more explanations than others—some come knowing exactly what they're looking for. It's our job to be as hands-on or hands-off as the client needs. Use active listening to communicate understanding, and don't be afraid to lead the conversation if needed.

Client Relationships

The client is and should always be our number one priority at Hannah Michelle Photography. This is a customer-service based business and should always be treated as such. Giving the client a positive experience from day one will help us in the long term—happy clients leave good reviews and recommend us to their friends and family.

A general rule of thumb for client communication is the 24 hour rule. We should be doing everything in our power to respond to emails from clients within 24 hours, or by the next business day. When we're in the field shooting, it's not always possible to respond to emails right away, but this should be a top priority when we're back in the office.

Timelines

On a good day, our client will hire a wedding coordinator and we won't have to worry about making a timeline. However, not every client has felt it necessary to hire a coordinator—in the age of DIY, many are taking this responsibility upon themselves and hoping for the best. When this occurs, it's our job to use our wedding expertise to help make sure the client is on the right track with timing.

To begin a successful timeline, it's important to know three things: when the ceremony takes place, when the reception ends, and how long Hannah Michelle Photography is contracted to work. From there, adding the remaining photo ops is like piecing together a puzzle. Another important piece of information is whether or not the client is planning on doing a first look, or a staged viewing for the bride and groom prior to the ceremony. Wedding days usually run more smoothly when there's a first look, but it's completely up to clients whether they want to do one or not.

Here are two example timelines from the same venue, one with a first look and one without:



Wedding Photography Timeline

Ellen + Zach

Saturday, December 15, 2018 | The Conservatory | Acworth, GA

PRE CEREMONY

- 12:30 PM Hannah Michelle Photography arrives at Fairfield Inn and Suites
Getting ready photos begin at hotel
- 2:00 PM Bridal party & photographers arrive to The Conservatory
- 2:30 PM First look photos with bride & groom
- 2:45 PM Full bridal party photos
- 3:00 PM Bride + bridesmaids | Groom + groomsmen photos separately
- 3:30 PM Bride + groom portraits
- 4:00 PM Bridal party tucked away

- 4:30 PM Ceremony

POST CEREMONY

- 5:00 PM Family photos inside venue
- 5:30 PM Dinner served
- 6:30 PM First dance | Parent dances | Speeches | Cake cutting
- 7:00 PM Dance floor open
- 8:30 PM Bride + groom sparkler sendoff outside venue



Wedding Photography Timeline

Rachel + Eric

Saturday, February 16, 2019 | The Conservatory | Acworth, GA

PRE CEREMONY

- 2:00 PM Hannah Michelle Photography arrives at Hampton Inn Acworth
Getting ready photos begin at hotel
- 3:00 PM Bridal party & photographers arrive to The Conservatory
Detail photos & getting dressed photos at venue
- 3:30 PM Bride + bridesmaid photos | Bride's family photos
- 3:00 PM Groom + groomsmen photos | Groom's family photos
- 4:30 PM Reception detail photos (tables, cake, guestbook, gifts, etc.)

- 5:00 PM Ceremony

POST CEREMONY

- 5:30 PM Family photos outside venue
- 5:45 PM Bride + groom portraits
- 6:15 PM Wedding party introductions | First dance + parent dances
- 6:45 PM Dinner served
- 7:45 PM Cake cutting
- 7:55 PM Toasts
- 9:00 PM Bouquet + garter toss
- 10:00 PM Bride + groom sparkler sendoff outside venue

The first step in making a timeline is to add in the ceremony start time and event end time. From there, we determine our start time based on the number of contracted hours. If an event has a ceremony start time of 5:00PM and a send-off time of 9:00PM, an 8 hour contract would have us arrive at 1:00PM.

If the couple is planning on doing a first look, this should be one of the first items on the timeline. Typically, we allow about 30 minutes upon arrival to photograph details like the dress, shoes, jewelry, and stationery. We also allow 15 minutes to photograph the bride putting on her dress. Once these are done, then the first look can happen.

Immediately following the first look, we take photos of the full bridal party. We always have a second photographer present at weddings, so we can tag-team photos of the bridesmaids and the groomsmen. Most of the time, if we do a first look, we'll also try to fit in either family photos or some of the bride and groom portraits before the ceremony. Wrapping up photos 30-45 minutes before the ceremony is ideal so the bride and groom can rest before the ceremony.

Here is a list of the big photo moments and how much time we should reserve for each item:

- Details & dress – 20 minutes
- Bride getting ready – 20 minutes
- First look – 15 minutes
- Full bridal party – 15 minutes
- Bridesmaids & groomsmen separately – 15 minutes (30 if staggering the times)
- Family photos – 20 minutes
- Bride and groom portraits – 30-45 minutes
- Reception space – 15 minutes

Naturally, not every timeline permits for all of these. Each wedding is different, so it's best to chat with the bride and groom or the wedding coordinator to figure out exactly what needs to happen and when. It's also important to account for travel time if it takes more than a few minutes to get from one location to the next.

Wedding Workflow

After the wedding, we have a very specific workflow that ensures we deliver final files to the client on time. This workflow is documented on Google Drive for all team members to keep track of.

The most critical part of this workflow is the beginning. Having the images backed up on the hard drive ensures that they are also being backed up to our cloud-based system, Backblaze. Backblaze is programmed to automatically back up any file that is added to our external hard drives, so no need to worry about this system. Once the images are backed up, we can then begin the editing process. If we shot any rolls of film at a wedding, those rolls should also be packaged and shipped to Richard Photo Lab. Richard has a foolproof online ordering form that can be filled out by any team member. You can find this link in our Resources folder on Google Drive. Once the order is done, print the shipping label, pack the film, and drop it off at the respective shipping service. UPS is preferred, but USPS is also an option.

Client Names	Wedding Date	By next business day		7-10 business days			11-20 Business days						
		Photos backed up on HMP hard drive?	Film sent to lab	Film received by lab	1st sweep (culling)	Scans received from lab	Organizing	Digital Matching	Straightening	Final edit	Rename files	USB Creation	Gallery Delivery
Genna + Nathan	4/27/19	y	n/a	n/a	y	n/a	y	n/a	y	y	y	y	y
Marie + Tim	5/4/19	y	n/a	n/a	y	n/a	y	n/a	y	y	y		y
Ella + James	5/18/19	y	n/a	n/a	y	n/a	y	n/a	y	y	y		y
Alexis + Wyatt	5/19/19	y	y	y	y	y	y	y	y	y	y	y	y
Lyndsey + Bryson	5/25/19	y	y	y	y	y	y	y	y	y	y	y	y

In the three weeks following the wedding, we will spend time working on the blue category of this workflow. You'll notice that digital matching (making sure our film scans look as close to our digital images as possible) is applicable only if we used film at the wedding. Use this chart to keep track of where we are in the process, and make a note if anything comes up during editing.

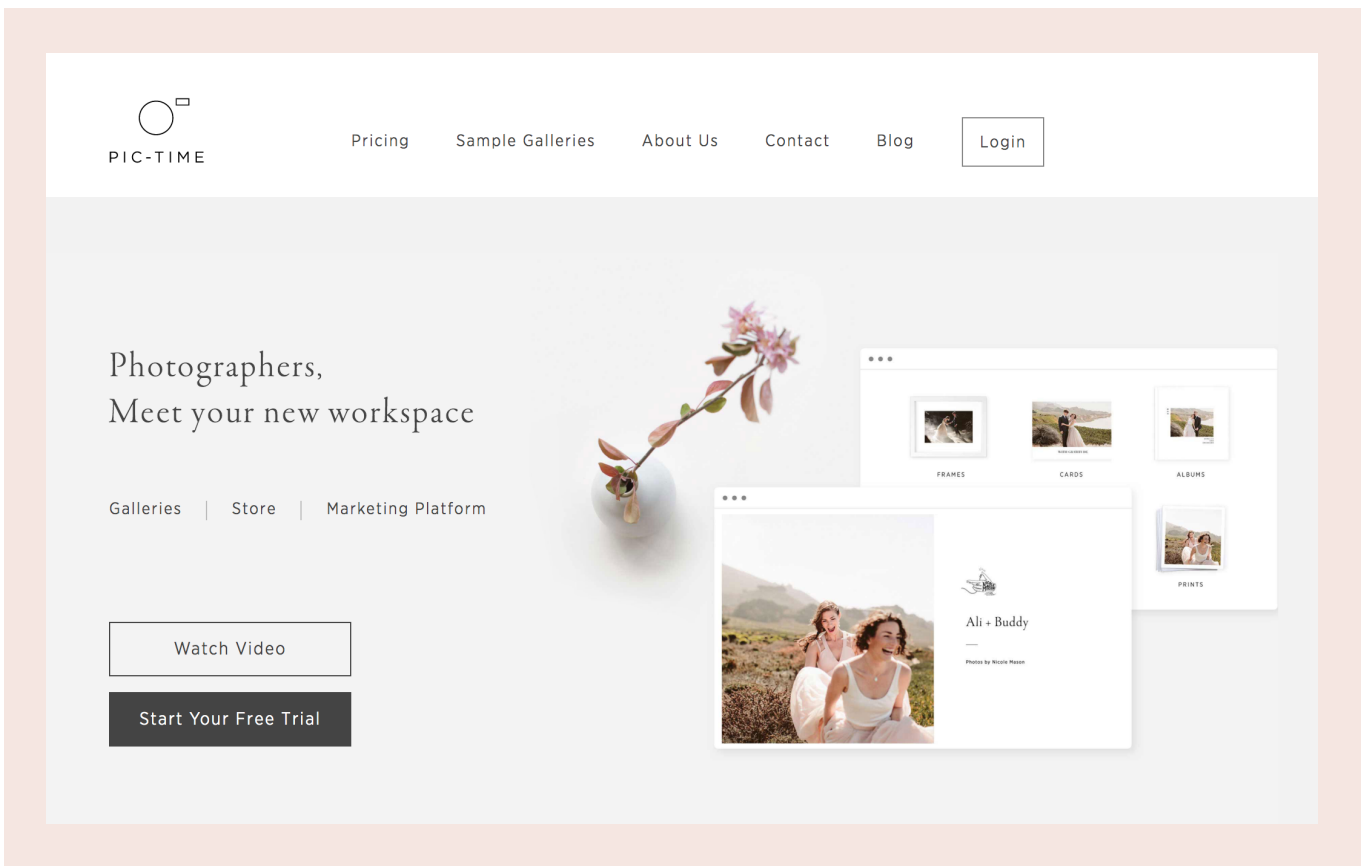
File Delivery

When all the editing is complete, we will export the images to JPEG files from Lightroom, our editing software. Our file naming convention is as follows:

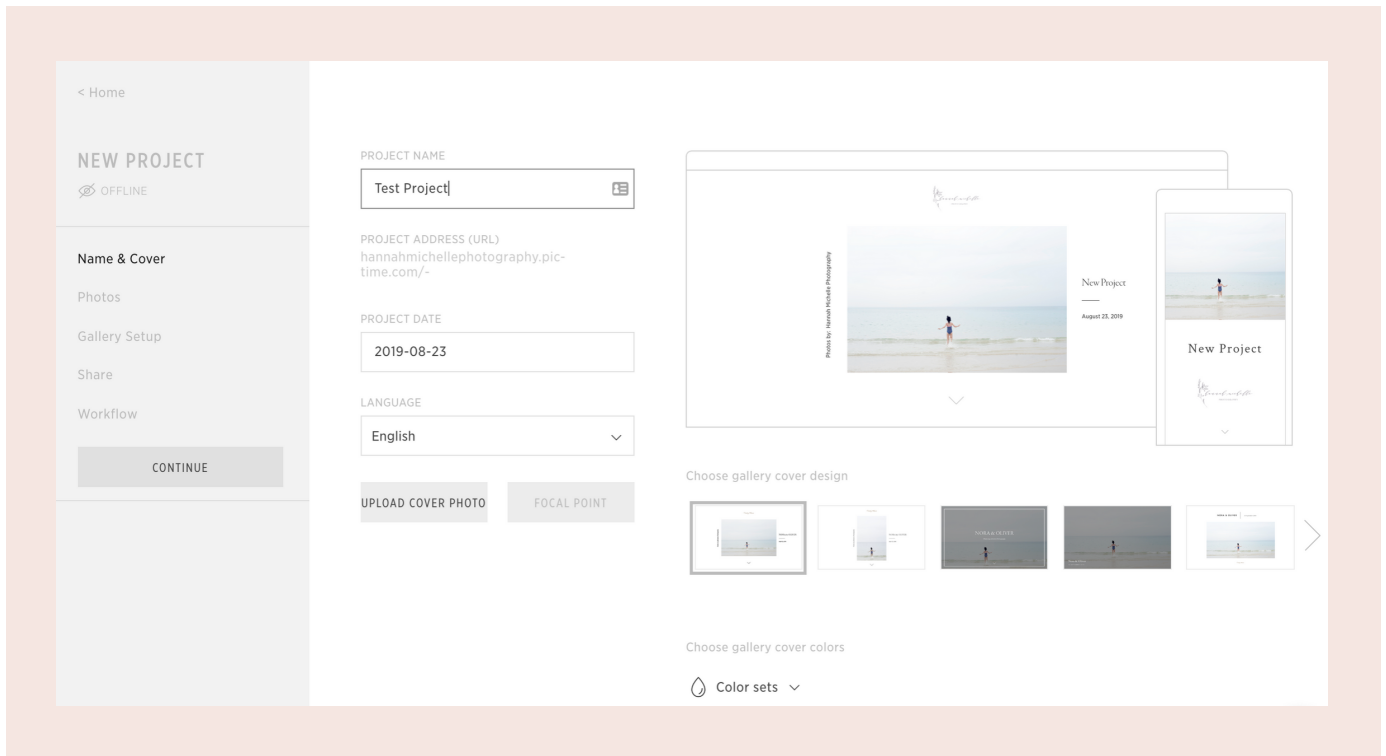
Bride_Groom_Wedding_#.jpeg

The numbering system is automatic in Lightroom, so it's easy to rename all the files on export.

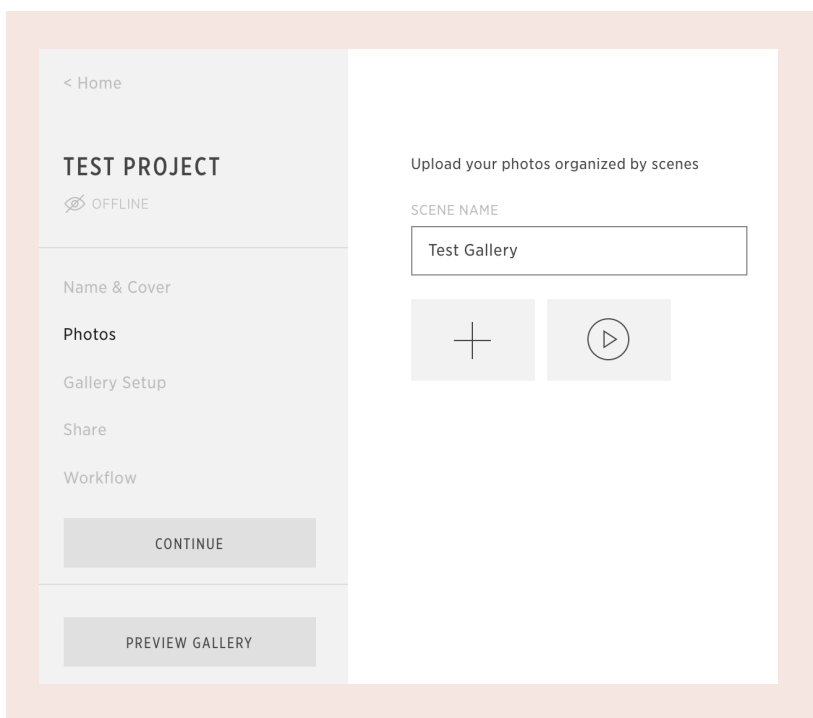
Once the files have completely exported (this takes a while), the next step is to upload them to PicTime, our gallery service. PicTime is a hosting site that allows us to send professional-looking photo galleries to our clients.



First, you'll create a new project and name it [Bride] + [Groom] Wedding.

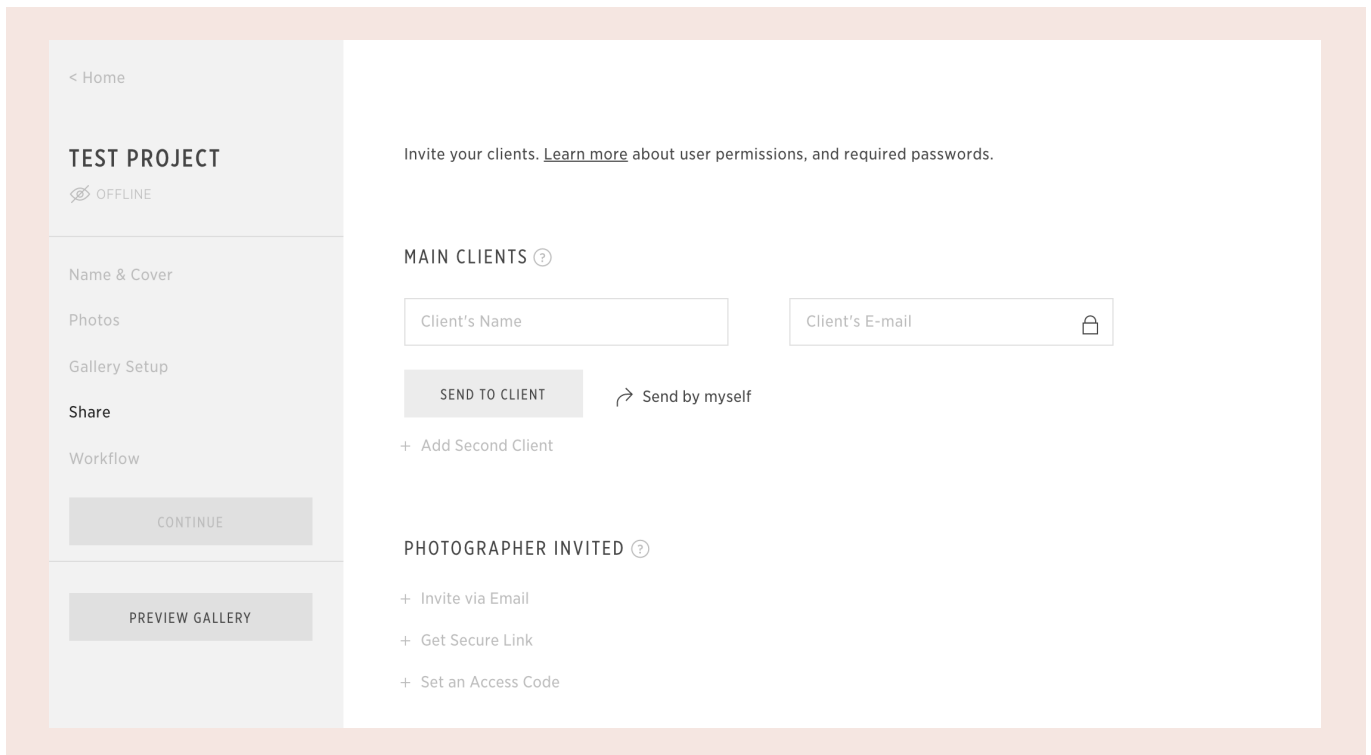


On this screen, you can change the gallery cover image, the project date, and the cover design. We typically use the first gallery cover option, and choose a landscape-oriented photo of the bride and groom for a cover photo.



If you click “Photos” on the lefthand menu, this is where you’ll upload the entire wedding gallery. I usually name this scene the date of the wedding being uploaded. Click the + button to add images to the scene.

To share the gallery with the client, click “Share” on the menu and enter the client’s name and email address. From this screen, you can also generate a sharable link so that other vendors can access the gallery as well. We always share galleries with any vendors because the more our work is shared, the more our name gets out. Think of it as free marketing!



It’s good to follow up with the client after sending the final gallery to make sure they’ve received it. Galleries can sometimes end up in spam, so it’s good to double check. Once the files are with the client, it’s nice to give them a few days to relive their big day through the images. Within the week, we can ask the client for a testimonial to use on our website.

Finally, it’s so important to let our clients know that we appreciate them. We like to send a handwritten note to each client after their wedding to thank them for choosing us to capture their big day. We also include a few 4x6 prints for them to have to frame or hang around their home. These small touches help with referrals and getting our clients to tell their friends about us.

PART THREE

YOU



Professional Development

At Hannah Michelle Photography, we are firm believers that we should never stop learning. Each year, we make it a point to invest in education, workshops, online courses, mentoring programs, and even business coaching, to make sure we're staying up-to-date on new developments, keeping our skills sharp, and being the best businesspeople we can be.

We encourage all employees to research educational opportunities that are of value to Hannah Michelle Photography. We have a variety of resources that can give you a good starting place for finding opportunities, but feel free to present any that may interest you. While we must keep price in mind, we will cover the cost of many workshops and courses, so if you see something you like, let us know.

How You Fit at HMP

Our primary concern with our employees is that the relationship is mutually beneficial. If one or both parties aren't happy, something isn't working. The beginning of your time here will be spent exploring your strengths, figuring out what inspires you, and developing a plan for making the most of your time here. We are firm believers in constructive criticism and appreciate open communication. If you're tasked with something that you struggle with, ask for help. If a role you are assigned isn't working for you, let's reevaluate it together.

Again, we are very happy that you're here with us, and we hope you find a home at Hannah Michelle Photography. Welcome aboard!

Educational Resources

PODCASTS

Goal Digger Podcast
Play it Brave Podcast
The Tony Robbins Podcast

BOOKS

Building A Story Brand by Donald Miller
You Are A Badass at Making Money by Jen Sincero
The War of Art by Steven Pressfield
How To Win Friends and Influence People by Dale Carnegie
The 21 Irrefutable Laws of Leadership by John Maxwell
The Power of Habit by Charles Duhigg
The 5 Second Rule by Mel Robbins
Big Magic by Elizabeth Gilbert
The Four Agreements by Don Miguel

EDUCATORS

Jenna Kutcher – www.jennakutcher.com
D’Arcy Benincosa – www.darcybenincosa.com
Your Social Team – www.yoursocial.team
The EveryGirl – www.theeverygirl.com
Mastin Labs – www.mastinlabs.com
LooksLikeFilm – www.lookslikefilm.com

WORKSHOPS

Engage! Summit – www.engagesummits.com
The Hybrid Collective – www.thehybridco.com
Your Social Team, The Conference – yoursocial.team/conference
Play it Brave Retreat – www.darcybenincosa.com/play-it-brave-retreat

PART FOUR

APPENDIX



LOOKING YOUR BEST FOR YOUR BRAND SHOOT

Tips and tricks
for a seamless branding session





WARDROBE

You've probably spent some time thinking about what to wear for your shoot. Solid colors photograph better than prints, but if you feel more comfortable in a printed pattern, don't worry! The most important thing is that your clothes fit properly, aren't baggy, and make you feel good. Choose outfits that represent you and your brand the way you want to be seen. You can bring more than one outfit to your shoot to mix it up!



KEEP IT NATURAL

We are all for having hair and makeup professionally done before the shoot. If you do, make sure you opt for a look that is a little more on the natural side. If you don't usually wear makeup, a full coverage look might make you feel uncomfortable. You can elevate your look without looking like a completely different person.



SMILE

We want your photos to look authentic and natural, so we will do our best to make you feel comfortable and make you laugh. You can also create a mental list of things that make you smile and laugh, and think or talk about them during the shoot. Don't be afraid to practice in the mirror beforehand to get an idea of how different smiles look and feel.



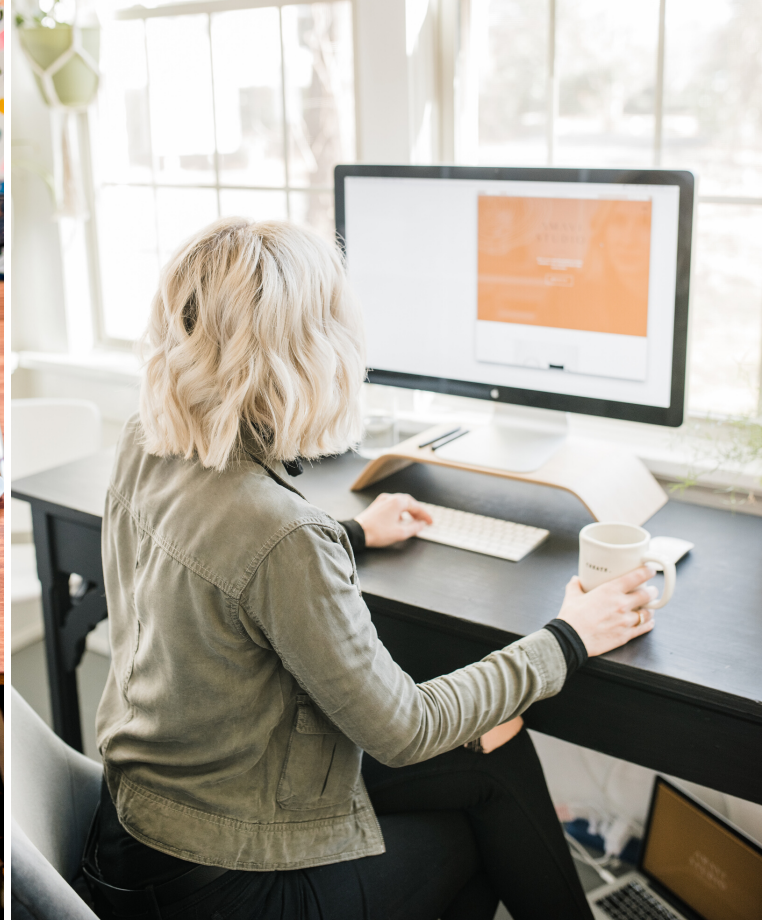
PICK A SIDE

If you have a "side," let us know! We want to capture you in a way that makes you feel comfortable, so if that means focusing on one side versus another, we'll make it happen.



LEAN IN (but just a little bit)

If you're not used to being in front of the camera, it can be easy to pull your jaw back away from it. Leaning your jaw towards the camera will help slim your chin and neck area, creating a more flattering angle. Practice makes perfect!



BRING PROPS

If it's relevant to your business, it's totally acceptable to bring props to your shoot. For example, if you're a photographer, bring your camera! If you're an artist, having photos of you at work can help your audience connect with you and understand your process. People like to see you in your element, so incorporate your element into your shoot whenever possible.



HAVE FUN

Bring music, make a cocktail, dance, whatever it is that will make your shoot fun for you, do it all! Photoshoots are supposed to make you feel empowered and gorgeous, not self-conscious. And if you are actually having a good time, it will show in your photos!

Eileen + Ford

October 3, 2020 | Ivy Hall



HANNAH MICHELLE
photography

About Hannah



Hannah is an Atlanta fine art wedding photographer. She specializes in photographing romantic and elevated weddings, leaving each couple with a story told in a series of timeless images that can be cherished by loved ones forever. Her clients are incredibly detail oriented and choose Hannah to capture the romance and beauty of the day, from the couple, down to the details.

She grew up shooting and developing her own 35mm black and white film and has incorporated medium format film into her art.

Let's turn your love into art.

Heirloom. Elevated. Effortless.

Custom Collections

Collection I
8 hours of wedding day coverage
Second photographer
Online gallery + high resolution downloads

\$3350

Collection II
10 hours of wedding day coverage
Second photographer
Online gallery + high resolution downloads

\$3675

Collection III
12 hours of wedding day coverage
Second photographer
Online gallery + high resolution downloads

\$3950

A La Carte
\$400/hr | Additional hours

\$650 | 10x10 20 page custom lay-flat album with
linen cover

1 for \$300 or 2 for \$500 | 8x8 20 page parent
albums





HANNAH MICHELLE

photography

404.819.7611

www.hannahmichellephoto.com

hello@hannahmichellephoto.com



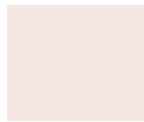
COLORS



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HANNAH MICHELLE
photography

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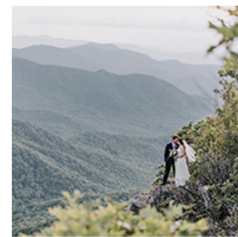
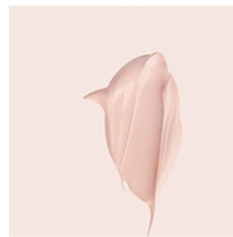
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INSPIRATION



WWW.AMAVISTUDIO.COM

Hannah Lozano

PHOTOGRAPHER

Executive Profile

I am a photographer and business owner specializing in natural light and studio photography. I have photographed 60+ weddings and worked with top brands including IHG, Goodwill, Vince Camuto, West Elm, Gal Meets Glam, DoorDash, and others.

Fields of Interest

- Wedding photography
- Branding, food, and editorial photography
- Photography education and mentoring

Contact Details

Email:
hannah@hannahmichellephoto.com

Phone:
(404) 819 7611

Office Address:
2175 Old Georgian Terrace NW
Atlanta, GA 30318

Office Hours:
M-F, 9 AM-5 PM

Work Background

Owner/Photographer

Hannah Michelle Photography | June 2015-Present

- Manages all day to day operations including bookkeeping, social media, client management, customer service, and photography
- Grew business from part time to full time in 2 years, managing a constantly growing client base
- Started an additional editorial sub-brand named Hannah Lozano Photography

Account Coordinator

Chemistry | February 2016-February 2018

- Maintained day-to-day needs of advertising clients
- Developed email marketing campaign for tourism company by conducting research and test campaigns on email best practices as well as technical development of individual emails
- Assisted account director with project scopes, billing, and other essential business activities

Education & Training

Kennesaw State University

Masters of Art in Professional Writing

- Completed in December 2019
- Capstone project included comprehensive day-to-day business guide for photography brand, Hannah Michelle Photography

Georgia State University

Bachelors of Business Administration

- Completed in May 2014
- Concentration in Hospitality Administration