

A Parents Information Guide to Senior Portraits

*“Step-By-Step suggestions to help you avoid costly mistakes
In choosing your Senior Photographer”*

Dear Parents,

Before you know it, your junior will be a senior and it will be time to select a photographer for senior pictures. Too often, parents seem to get left out when it comes to making choices about a student's senior portraits. Parents input truly matters and is very important to all of us at Terry Horner Photography. It's important to your son or daughter, too!

We've prepared this informational guide to help you better prepare for the senior portrait process, and to help you become a wiser consumer. If you follow my tips and suggestions, I guarantee your son or daughter's portrait experience will be the best it can be! It is important to Terry Horner Photography that you are ultimately satisfied with the results.

If you take away only three (3) things from this guide, let it be this:

- (1) You have the right to pick the photographer of your choice. Therefore you should look beyond the “contract” photographer to be certain you are getting the type and quality of portraits you and your SENIOR deserve.
- (2) The personalized attention and reliable service from the studio staff at Terry Horner Photography plays a BIG part in making your senior portraits look great!
- (3) A studio visit would be a very wise investment before you select your photographer who will create these lasting memories.

Thank you for your time and consideration.

A handwritten signature in black ink that reads "Terry Horner". The signature is written in a cursive, flowing style with a large initial 'T'.

Terry Horner Photography

10 STEPS TO A SUCCESSFUL SENIOR PORTRAIT EXPERIENCE

Use this guide as a checklist. Progress through the 10 steps, checking off each item as you go...(It works!)

- 1. Be involved throughout the portrait process.
- 2. Start planning and evaluating the photographers in your area now. You can never start too soon. At Terry Horner Photography, the sooner the senior is photographed, the greater the savings.
- 3. Don't feel pressured to use the school's contracted photographer. It's simple for your son or daughter to be in the school's yearbook. We submit photos to all area schools.
- 4. Visit any studio you are interested in, and look at the portraits they've taken. You'll quickly determine which is best suited to your taste.
- 5. Don't limit yourself geographically; don't hesitate to drive a little farther for the portraits and service you deserve. After all, this is once in a lifetime event.
- 6. Talk with the Terry Horner Photography studio staff and ask questions! Do this proper to the actual photo session.
- 7. Evaluate just what you'll be getting for your money. Look for a pricing structure that you are comfortable with. Terry Horner Photography suggests one that let's you save more as your order increases.
- 8. Be thoroughly satisfied with your portraits. If something isn't what you expected, please ask why.
- 9. Look in the senior section of you yearbook from the previous year. Look for photographs whose quality stand out and whose poses you like. Ask those seniors where they had their portraits taken.
- 10. Encourage your son or daughter to be creative and have fun! After all, that's what it is all about!



WE HAVE THE ANSWERS : TO YOUR UNANSWERED QUESTIONS



Q Who should you choose?

ANSWER: One of the area's finest senior photographers is in your backyard. For over 15 years, Terry Horner Photography has been on the cutting edge of technology for the most creative senior portraits. Terry attends lectures, seminars and workshops to keep up with the latest trends in senior photography. He is superb at posing and lighting your high school senior, but one of Terry's best abilities is making your senior feel comfortable in front of the camera.

Q Why do schools have a contract photographer?

ANSWER: Contracting one (1) photographer simplifies getting photos of dances, sports groups, band ensembles, graduation, etc. It simplifies it for the school, but it is not necessarily the best choice for students wanting high quality senior portraits. All of our seniors come to us because they choose to, even if they are contracted to other studios.


Q Who submits the senior portrait to the yearbook advisor for publication?

ANSWER: Terry Horner Photography! We know the specifications and deadlines for submitting yearbook pictures for all of the area high schools. Senior pictures have been our business for over 15 years. Getting each and every student's yearbook picture delivered on time and to the right person, is our primary concern.


Q What makes Terry Horner Photography unique?

ANSWER: In our opinion, it is everything we do. From the moment you call to make an appointment, to the time you pickup your final order, Terry Horner Photography will shower you with personal, friendly and helpful service. Terry Horner Photography understands the importance of senior portraits. Terry Horner photographs each senior

personally. He has an amazing personality that makes your experience one to remember.

 When should I schedule my senior portrait appointment?


ANSWER: Contrary to what most parents think, SENIOR PORTRAITS ARE NOT TAKEN IN THE SENIOR YEAR! Because the deadline for submitting the yearbook portraits is in the fall, most seniors are photographed in the summer before they begin their senior year. If however, you are thrift conscious, and want to save a lot of money, schedule your son or daughter to be photographed in April, May or June of their junior year. The best buys are before our peak summer season. The earlier your senior is photographed, the more you save. Your son or daughter will not change much between now and July, but your savings will! Call Terry Horner Photography and ask about our Early Bird Specials.

 How much should I expect to spend on SENIOR portraits?

ANSWER: Whether you place a larger order or a small one, you will be amazed at our price schedule. Our pricing is designed so you save more as your order increases.

Pricing is an important issue, but remember, if you choose a photographer who takes mediocre pictures that you are not happy with, any money spent is waste. Don't let that happen to you!

All of our finished photographs are fully retouched, meaning that we remove blemishes and soften under the eyes.

 How about a pre-appointment visit to Terry Horner Photography?

ANSWER: We encourage you to stop by for a pre-appointment visit to our studio. During your visit, we will also give you a tour of the studio, tell you about our pricing, and answer any questions you may have.

REMEMBER

YES, YOU CAN!

Remember, you have the right to select the senior photographer that you want. By law, no individual or organization can tell you where to spend your money.

Your son or daughter's senior portrait is very important. It will follow them for the rest of their life, so consider your options carefully.

Q What if I have more questions?

You are important to us. Please call 330.966.5599 or visit us online at www.terryhornerphoto.com for more information

TERRY HORNER
PHOTOGRAPHY

101 South Main Street
North Canton, Ohio 44720
330.966.5599

www.terryhornerphoto.com | terry@terryhornerphoto.com

