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Fall 2022





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Sarah Bellum Photography
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DUE DATE July 28, 2021

ITEM	QUANTITY	PRICE	TOTAL
Platinum Package - Engagement session - Bridal session - Up to 10 hours of wedding day coverage - High resolution digital images from your wedding day - 10x10 custom designed wedding album	1	\$6,500.00	\$6,500.00
One hour of extra coverage Amanda, do you need an extra hour of wedding day coverage? Add up to four hours and you got it. Added coverage is for both my coverage as well as my assistants.	1	\$300.00	\$300.00
Subtotal:		\$6,800.00	\$6,800.00
CA (7.25%)		\$493.00	\$7,293.00

FROM: Sarah Bellum Photography
111 Photographer Lane
Pasadena, CA 91101

TO: Amanda Rae

Payment of \$7,293.00 on Aug 25th, 2021
Sent on Aug 19th, 2021 at 9:11 AM
Sent on Aug 12th, 2021 at 9:11 AM
Sent on Aug 5th, 2021 at 9:10 AM
Sent on Jul 29th, 2021 at 9:11 AM
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PHILOSOPHIE

boudoir

FALL 2022

Vol. MMII, Issue III

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PHILOSOPHIE *boudoir* is the Magazine of the Association of International Boudoir Photographers (AIBP). AIBP works to promote, inspire, educate and connect boudoir photographers and the art of boudoir photography. aibphotog.com

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Philosophie *boudoir*, Fall 2022 issue © 2022 AIBP, Inc.

📷 Trevor Sherwin, Provocateur Images







Building A Brand That Stands Out

Written & Photographed by Shawn Black, AIBP President

Clients are drawn to specific photographers for two reasons: the imagery and a connection to the brand. As boudoir photographers, we have a unique relationship with our clients that is unlike most other genres, due to the intimate nature and vulnerability displayed during a session. It's because of this relationship that the line between a business relationship and friendship may sometimes become blurred. Despite the fact that, as artists, we receive so much amazing energy from our clients, we still need to pay the bills and

keep the lights on. This doesn't mean that you need to transform into a cold, uncaring, transactional type of business at all. It simply means you need to have your imagery, business systems, brand/client experience, and products all aligned so that you are not only creating lasting relationships with your clients, but also running a successful and profitable business.

When your imagery, business systems, brand/client experience, and products are aligned, you are not only creating lasting relationships with your clients, but also running a successful and profitable business.

When all of these things are running in harmony, you will begin to stand out from the crowd with your message and your work.



What Is Your Why?

Everything in my business is driven by my “WHY.” My boudoir brand grew out of my existing wedding business and started with brides who wanted gifts for their significant other on their big day. At this point, I didn’t have a WHY; it wasn’t until I had my first non-bridal client that things changed. It also coincided with the fact I had, myself, gotten married and welcomed my own little girl into the world that I realized just how horrible the messages our media, culture, society, etc. all push upon women – that you are not sexy unless you’re *this*, you’re not beautiful unless you’re *that*, if you’re this age you can’t *be* that! Hearing my clients vocalize these issues as to why they booked a session and not ever wanting my own wife and daughter to not feel confident, strong, powerful, or beautiful established my WHY and transformed my brand into what it would become today.

For me the WHY is the most important aspect of developing a business as it should be the core that you refer back to in all other decisions whether it

be branding, marketing, experience, etc. It is very popular these days to say that you are all about body positivity and female empowerment, but if that isn’t your authentic WHY, then I suggest you take some time to discover exactly what drives you in this genre. If you are not connected to your WHY as the foundation of your business, then everything that follows will not align, and this will create a disconnect between your business and your potential client.

Branding, Branding, Branding

WOOHOO, you’ve got a logo, fonts, and some brand colors complete! Yes, all three of those things are important branding elements, but far from a complete brand. Successful brands start with a brand *philosophy*, which should derive from your WHY. In developing your brand you need to know: are you a luxury, mid level, high volume, or boutique model business? I started as a luxury boutique business after understanding and integrating my WHY into my brand philosophy which spawned the tag line #BeBoldBeSexyBeYou. This simple hashtag encompassed all I wanted my clients to feel



during a session which differed from my first clients, brides from my wedding business purely looking for pretty pictures as a gift.

With brand philosophy in hand, it's time to get back to those fun things – logos and such. The theme here is still *alignment*. You want to make sure things match with look and feel. You may love color but that doesn't mean you need the entire box of crayons representing your brand. Pick 2-3 and stick with them. I was lucky enough to already have a brand color palate from my wedding business which I inverted for my boudoir

brand. I did the same thing with fonts where I used the same family to create a soft connection between brands. For me, my color palate revolves around my last name, Black, so I use black, white, gray, and the occasional red as an accent color. My basic color palate is neutral in its appeal regardless of demographics, whereas bright pinks and neons may skew to only a younger demographic. Understanding who you are trying to attract is essential in your choices, as subliminally the choices you make may not all be sending the same message. Lastly, logos are very personal as to their design and overall look, but I recommend

investing in someone to professionally take your logo idea and make it a reality; you're a photographer stick to what you are good at.

*Dark & Moody / Bright & Airy /
Soft / Sensual / Edgy / Editorial /
Glamour...*

What's Your Style?

There is no right or wrong answer to the above question because, as artists, our vision is so personal when it comes to what sets our hearts on fire when creating imagery. My own style of boudoir trends towards the dark & moody glamour end of the spectrum with a very editorial approach to how I shoot it. I have always gone my own way and never followed trends at any point of my photography career. I'm gonna let you in on a little secret – YOU do YOU and YOUR clients will find you. If you are passionate about what you shoot, it shows, so don't fake it just because you think it's what you should or what you need to be shooting just because it happens to be trending this season.

Shoot For The Wall

During a session, always shoot with the intention that your client will absolutely *need* to have the resulting image. Not only need the image, but need to have it as a giant piece of art work on their wall.



My aim within a session is to create at least one hero shot, as I like to call them, from every set of poses. The hero shots are the ones that, when the client nails it and you show them the back of camera, they usually react with some level of joyful profanity! Make note of those images, not only for that session, but also to incorporate these poses into future sessions.

Would it be wonderful if every shot were a hero shot? Yes, but they generally take a little more time to execute and sometimes are just the result of the planets aligning and all things just coming together the moment you release the shutter. The goal, though, is to read your clients and produce several of these shots so that during your IPS session they will stand out and demand to be printed large.

Wall art is a primary focus for me, but I never diminish the importance of the album and the imagery that goes in there. My point is, craft every image so that your client can't let it go and needs it in their album or on their wall. Digitals are great and I don't decry anyone who only sells them, but for me as an artist and luxury brand, I preach that photos are meant to be printed.

Extra! Extra! Boudoir Business Over Here!

You've done the work, you've developed your brand, you have your style locked in, now it's time to put it to work. A brand and beautiful imagery is worthless if it doesn't attract clients and make you money. So how do you get butts in seats? Marketing is a non-stop enterprise to get booked out and remain booked out.

Marketing your brand also has to be multifaceted, tapping into multiple channels to create maximum reach and effectiveness. Any campaigns should be driven by your WHY and it's core message with cohesive imagery targeting your desired demographic.

Unfortunately, as boudoir photographers, we have many challenges stacked against us to market our work and business. All is not hopeless though and this is where your authentic WHY becomes greatly important and needs to be front and center across your brand. The acceptable imagery used to advertise may not be exactly what you'd hope for, so your message needs to connect with that potential client to draw them in to eventually see the hero shots in your portfolio.

Fortunately, we don't need to keep all our eggs in one basket with the multitude of advertising options available between social media, search engine advertising, text, mailing lists, expos, print, radio, TV, and probably the most cost effective word of mouth.

Turn your clients into evangelists for your brand. I have cultivated my Facebook group into what my clients refer to as a community filled with other like-minded women, a place of positivity. When you can turn what is a free marketing tool into a sanctuary for your clients based off of your authentic WHY, it will become your most effect funnel of clients, hands down.

When your clients are sharing of their own volition because they believe so much in your brand and want other women to have the experience they've had, there is nothing more valuable.

*When your clients are sharing
because they believe in your brand
and want other women to have
the experience they've had, there
is nothing more valuable.*



Shawn Black is president & CEO of the Association of International Boudoir Photographers. He is the owner/photographer of Couture Black, a boudoir studio located on the north shore of Boston, MA.

 coutureblack.com

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How to Design Creative Sets

Written & Photographed by Lela Smith, for The Boudoir Album • SPONSORED CONTENT

OK, so you're building up your portfolio or just trying to get some new eye-catching marketing material, you have your camera and a model, but you don't have a studio. Where do you shoot? And how can you create beautiful sets to capture the attention of your clients?


Creative sessions can be a stunning and fantastic way to get your work to stand out to your regular followers and new clients. *Anddddd* you can do it on a budget. You don't need expensive items or a studio to design and create the shoot of your

dreams! Just look at this viral shoot my team, and I did (click the QR code at right)! (*Ed. Note: Photo shown below*)



Meagan Hicks Session

All we had was a three-hour rental studio, some pillow fluff, and old Christmas lights, and suddenly our imagery was transported to clouds. I coupled it with wings, stunning metal lingerie, really cool makeup, and that was it! This shoot went viral and got over eight-hundred and fifty thousand views on TikTok!

Model: Meagan Hicks  [ad.meliora.semper](https://www.instagram.com/ad.meliora.semper)





Model: Brie McGourty [@briemcgourty](#)

Or this photoshoot that I did with my Set Designer, Brooke Grindel, owner of Disheveled Decor in Virginia Beach. She put together a beautiful life-like pond set in her backyard using a blow-up pool, black chiffon, a smoke machine, and some vines and plastic lily pads.

Brooke's sister Brie McGourty modeled the session in a beautiful, ethereal dress with minimalistic makeup and *Boom*, this shoot got 790k views on Brooke's TikTok (@disheveleddecor)!

How do we make a set that captivates our audience?

First, let's explore why our two viral sets worked and what, exactly, it was about them that captured the attention of our viewers.

These worked because we created an effective illusion. The set itself is detailed, the model is fully immersed in the scene and is in theme-appropriate attire, and the model has props available to utilize, allowing them to interact with the set itself. Combining all these factors effectively tells a story, and the audience is transported and captivated!

How can you create something like this for your own work?

Let's start with concept creation: Is there a theme you like? A genre you enjoy? Or a look you love?

Draw inspiration from something that excites your passion. If you are having a hard time finding that spark, take some time to relax and pursue an interest of yours, such as reading, watching a show, or being out in nature, and then think of ways to pull that into your art.

Draw inspiration from something that excites your passion

After you have selected a theme, put together a Pinterest board of elements you like and organize them into your ideal setting. I always recommend going for a 3D effect by creating a foreground, middle ground, background, and props for your model to use to give them a purpose within that space.

Once I have an idea of what I want to create, I will physically draw my ideal set out. Then, after that's done, I consider different gowns or lingerie styles that would look amazing with the set and what props I want to utilize.

Once the concept is fully formed, it's time to start focusing on how to make it work!

Actualization:

For the actualization part of the process, you can take your drawing and start subbing in the concepts with items available to you. Break down how you would like these pieces to come together and what needs to be done to make it happen.

Give yourself ample time to set up before the client's arrival...It adds so much to the experience if the client can see your vision on arrival and get excited.

Maybe, for example, you want to do a water set, and your pond could be a blow-up pool covered in vegetation; perhaps you have a forest as your ideal background, and you could buy a physical or digital backdrop really pull the set together.

After you figure out what type of pieces you'll need, start looking up products online or at your local retail and craft stores and create a diagram with pieces lining up to locations on the drawing until the space is filled. I always recommend going through your client/prop closet with

fresh eyes to see what items you already have; you might not need as many new items as you think.

Write out the cost of each piece used to build the set and ensure it is within your budget. If it's not, sub in something else. Then, after the scene is finalized, pick up pieces in that style you like for your client closet.

Photoshoot day!

Once you have your pieces purchased, pack them into bins and label them so that you have everything organized. I can not say this enough, when moving a set from one location to another it is so easy to misplace an item, triple check yourself to be sure you have everything!!

Travel to your location. If renting a studio, give yourself ample time to set up before the client's arrival. I usually try to give myself at least an hour and a half to get ready if

I'm putting together a set. I do not build while the client is present. It adds so much to the experience if the client can see your vision on arrival and get



Model: Kailyn Lance @lancekailyn



excited. Make sure you bring your client closet and pack some theme-appropriate lingerie to tie the look together!! This will take the pressure off your client and ensure that they have pieces that cohesively fit the look you are trying to achieve for your photoshoot.

So now that we've gone through the process of putting a shoot together, I would love to share some of the sessions I've done using this method to show how easily a good base can be adapted to different themes!

For this first shoot (*pictured left*), I drew out a cloudscape and chose to build it using pillow fluff. I really love using items like pillow fluff because it's super cheap. Hence, it's fantastic for making a really cool space on a budget (only \$50 total for the fluff I used to create multiple sets!!) and also quick to set up, which means it's perfect for a shoot involving a studio rental!! The fluff is also fantastic for creating different layers of depth, which is more engaging for the viewers of your artwork! Finally, it makes a great base that you can use as a stand-

alone, or you can dress it up as much as you like.

I interwove lights into the layers to create texture, which is terrific for replicating the look of lighting illuminating the clouds. The uneven texture and soft surface allow the model to sink into the set, and suddenly some cheap lights and fluff become clouds! We completed the look by adding wings, theme-appropriate makeup, metal lingerie, and a digital backdrop, and we have our set! We've effectively created an illusion that works not only for the imagery but also perfectly for video content, which is essential for marketing your art. I used digital backdrops for this photoshoot, including purchased pieces and public domain art.

I've since reused the set for multiple shoots and just changed out the accent pieces. For this session with Jess (*pictured below*), I used my body jewelry collection and a brown studio robe to build her set.





For CJ's Idunn photoshoot (*pictured left*), we used a green studio robe, fluff, and lights, and wove them into the set. Brooke added in beautiful florals and blankets that she brought for this session. Finally, we combined the look with a beautiful costume piece I made for the shoot, stunning makeup by my HMUA Olivia Lee, and some Golden Apples I purchased from Crystal Marie Cakes.

And, of course, our viral shoot with Meagan that got over 850k views (*pictured bottom right*)! Our imagery involved the same set, but we added a sword, digital backdrops, and some incredible makeup to tie the look together!

How do you tie creative sessions into your business model?

Custom-built theme sets are a fantastic way to sell seasonal sessions to your client base. I typically have certain sets available for a limited time and will have different ones live throughout the year. They are super fun for me because I get to do something new and unique, and my clients feel the same way! Several clients hire me multiple times a year and have booked every themed shoot I offer (*pictured right*). I've also gotten quite a few fly-in clients by promoting the sets and art on my social media platforms.

You can sell stacked sessions and run multiple shoots on the same day to make the most of your rental time (if you are renting) or have these sessions open year round. It really comes down to you and your business!!

Good Luck, and stay creative!!!



Lela Smith is a Boudoir photographer in Virginia Beach, Va. She specializes in creative sessions and fantastical imagery, and costume design.

lelasmithboudoir.com [tiktok.com/t/ZTRDqWYB7](https://www.tiktok.com/t/ZTRDqWYB7) [lela.smith.photography](https://www.instagram.com/lela.smith.photography)

The Boudoir Album specializes in delivering professional imaging products specifically to Boudoir Photographers since 2012.

theboudoiralbum.com [theboudoiralbum](https://www.instagram.com/theboudoiralbum)

*Tips/tricks/hacks for
photographing in your
home and having it look
like studio work*



Create Stunning Images in Your Home Studio

Written & Photographed by Susan Page

*How to make what you have right now work for you
and still be professional*

A common complaint that's heard in Facebook photography groups over the years is that photographers starting out, or with limited resources, can't make the same imagery and compete with more established photographers because they don't have what the more established photographers have to work with.

Let's be honest, it's easy to get caught up in gear envy and studio envy. It's even easier to look at those who have already established themselves and make up excuses for why their work is at the level it is.

"They have a huge commercial studio space."

"They have the money to buy high-end camera bodies/lenses/lights."

"They have..."

You get the point. And yes, at some point most of us go down that slippery slope of envy and excuses.

But as hard as it is you have to pull yourself off that slope, take a good hard look at what you've got to work with, and make it work. I repeat. Make. It. Work. Those are three words that someone said to me very early on in my photography career, and that advice has served me well.

The fact is, no one starts out at the top. Building a business usually starts with a baby step, or a small leap of faith, and then more baby steps (okay, let's be honest they're SCARY steps) as your business grows. But how do you operate from point A or B in your business progression and still look professional, turning out beautiful artwork and serving your clients as if you're a well-established studio?

When I started out I had nothing. Literally nothing. I had studied portrait photography in college,



graduated with a BA in communications, and promptly left photography to pursue a different career after college. Fast forward to my early 40's, two kids, self-employed in an industry that was hit hard by the recession, and a marriage that was on life-support. I made the decision to end my marriage and my career all in the same year, basically burning down my life and starting over. As so many of us did, when I had my kids I fell back into photography and discovered that it really is the thing that feeds my soul. I started doing nature workshops to relearn what I had forgotten over the years, and to learn the digital aspect of the gear, but I soon found myself drawn back to portrait work. I had an inexpensive prosumer digital camera and a couple of decent but inexpensive lenses. And that's how I restarted and opened my studio.

Since I was barely keeping a roof over my head as it was, renting separate studio space was not an

option. So my house became my studio, and for my first four years of "studio shooting" I shot 100% out of my house. I was "making it work with what I had", as I had been told. And it was the best thing I ever did because it allowed me to focus on my craft and grow as an artist and business person without all the stress of overhead. It was my safety net.

It wasn't without it's challenges. I had to always be sure to schedule shoots for when my kids were either in school or staying with their dad. Seems easy enough, right? Until that school morning when one of them wakes up sick and you're in a panic because you have a client, who's been scheduled for months, due to arrive at your house in two hours. I won't lie, those times were really tough to deal with. But thankfully they didn't happen often, and grandma could always be called upon to harbor one sick grandchild for an afternoon at her house. I really owe my mom a ton from those days!





Props were another challenge. My house wasn't large, and we had limited storage space and no extra rooms. So my house became my studio. We did hair and makeup in my kitchen (that kitchen had gorgeous light), I used painted V-flats that we made ourselves to change up backgrounds. I painted walls in my living room the perfect color to shoot on. The living room couch that I sat on with my kids to watch TV in the evenings had clients posing on it during the day. I picked up a great dressing screen at a yard sale, someone gave me a crystal floor lamp that they were getting rid of (I still have that and shoot with it to this day). Smaller chairs were bought for their posing possibilities. I also shot on my staircase, in my upstairs hallway, in the short hall with the french door between my kitchen and living room areas (right next to the basement door that you could never see in the images), and in my own bedroom. My bedroom was painted specifically for shooting clients, and I had studio bedding that we used exclusively for shoots. Every surface in my bedroom and living room was cleared of anything that was personal, and only "prop" items were left. Literally everything that was purchased for that house was only bought

if it could do double duty as a studio prop. I made it work with what I had, for four years.

My assistant (who was my bestie) and I became so good at turning the house into the studio that we could do it in less than an hour, and then turn it back into home again before the kids came back from school. I had many clients who didn't even realize until well into their shoot that I actually lived in the house as well. I always took that as a compliment, that we could convert it to studio space so well that it wasn't noticeable.

I used to joke that initially my studio was in the house. But at some point it turned, my client list got busier, and suddenly I was joking (sort of) that my house was now in my studio. It was getting exhausting switching everything back and forth and doing the juggling act. For me, that was the point where I finally had to make a decision to either cut back the number of client's I was shooting a month, or get out of my house and rent separate studio space.

It wasn't a quick decision, I must have haggled with it for at least six months before I made a move.





*Being able to
recreate different looks
and environments in
my small home studio
allowed me to
fine-tune a skill
[that] still serves
me well.*





And it was scary. But I moved into a space that was manageable size-wise and rent-wise, which made the transition a little easier to manage from a stress perspective. We quickly outgrew that space and moved again, to the space we're in still in today.

Is the space we're in now perfect? Nope. It's gorgeous, but it could still be bigger. However, I still operate by my "make it work" motto I learned early on. Being able to recreate different looks and environments in my small home studio really allowed me to fine-tune that skill and it serves me well all these years and three studios later. I'm still "making it work" with what I have, just on a bigger scale.



The "New Studio"




Many people are afraid to tell clients, or potential clients, that they are shooting out of their homes. It can feel like you're not credible, or not as established as the competition. But I never hid the fact that I ran my studio out of my house, I was just selective with my wording. Whether it was on social media or client communications I would say that we were a home-based studio, and no one ever questioned it. Whether you're shooting in your garage, basement, a spare bedroom, it doesn't matter. As long as you're confident about your space, others will be too.

Many of the client's who photographed with me back during my home-based studio days have become repeat clients and tell me they have just as amazing of an experience in my current studio as they did back in the days they were photographed in my home studio. It's all about how you present yourself and what kind of experience you give your clients.

I've applied the same philosophy to my gear. It's so easy to get caught up in gear envy. A different photographer told me very early on not to have gear envy. You can buy all sorts of nifty, high-priced camera bodies, lenses and lights. But at the end of the day the one thing you can't buy is artistic talent.

Over the years I've seen photographers with all sorts of fabulous gear in their arsenal, yet they're churning out mediocre work. By the same regard, I've seen many phenomenally talented photographers with prosumer and entry-level gear putting out incredible work. The gear doesn't make work, the photographer does. Yes, there are some things that can help make the creation of your work easier. So figure out what that is (low light performance? faster buffering times?) and be smart about how you make your equipment investments. Trust me, your client isn't going to know what camera and lens you used to shoot their work, they're just going to know if they love it or not.



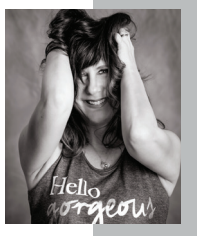
*Your client isn't
going to know what
camera and lens you
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they're just going to
know if they love it
or not.*

As your business starts to grow, be careful you don't jump into a studio space too quickly. Take your time and be prepared. Are you ready to take on monthly overhead? Are you ready to deal with maintenance issues and build-outs at a commercial space? Do you have a least six months rent saved up? Or, to speak in real life terms...can you withstand an economic recession or a global pandemic?

No one has a crystal ball, but these are things you need to make sure you're at least prepared for once you decide to take that leap and drop the safety net

of your home studio. How do you know when it's time to move? Only you can answer that question. But don't rush it just because you think it's the thing to do. Take baby steps, and be smart and honest about what you really need to run your business and be a photographer.

Once your business is rolling along, if your home studio isn't serving your needs anymore and you're in a position financially and emotionally to take the next step with your space, close your eyes and leap.



Susan Page discovered the love of portrait photography from her dad as a kid, pursued it in college getting her BA from Temple University back when everything was done on film and in the darkroom. After a massive life do-over she came full circle with the opening of her studio in 2012. Her superpower is posing and expression coaching, her passion is helping empower women, and her "why"...why she specializes in boudoir... is the powerful, life-changing confidence and connection her clients experience when she helps them find a part of themselves they forgot was there, or never knew existed.

 [susanpagestudios.com](https://www.susanpagestudios.com)

 [susanpagestudios](https://www.instagram.com/susanpagestudios)



Boudoir & Stockings: *A Match Made in Revolution*

By VienneMilano • SPONSORED CONTENT

Since the dawn of clothing, women's legs have held a mirror to society. And the reflection is a varied one. Upon these two pillars rests innumerable opinions, ideas, prejudices, and the list goes on. Historically speaking, hemlines rose up alongside women, while the hosiery underneath changed thread-deep as wars sparked and fizzled out. Often, legs became a battleground themselves for women to fight back against society's expectations, with even Marilyn Monroe strutting into the firing line for her famous leggy display in *The Seven Year Itch* (1955).

Nonetheless, standing tall and cutting an imposing figure as 50% of the body, they're hard to miss. And now, thanks to years of hard work and perseverance with pioneering women at the helm – they don't have to hide.

Enter Boudoir

Ironically, the very premise of boudoir has transformed from 'hideaway' to 'not hiding anymore.' Once an 18th-century getaway for French women in need of a moment to themselves (or with their beaus,) boudoir has taken on a whole new meaning. In the 1920s, boudoir gained a new qualifier

– photography. The lens entered the boudoir, exposing to the world what had long remained behind closed doors with – excuse the cliché – a twist.

The Twist

Women posing for boudoir photography scandalously dared to bare. However, the intention was not to shock, arouse, or stir up a frenzy. Instead, boudoir photographers aimed to capture the beauty of the natural female form in all its glory – flaws, insecurities, and prudish notions be damned. The results were outstanding. Artistry and allure collided. Wild accessories and skimpy yet fun outfits were the order of the day. To this day, this trend remains, as modern-day boudoir photographers meticulously pore over details – big and small – to achieve an artistry like no other.

*When she steps into a
boudoir studio, she feels
admired and appreciated as
the boudoir photographer
does what they do
best – empower.*

The Beauty of Boudoir

Still, there remains an underlying exclusivity to the term. Boudoir has kept its association as a feminine sanctuary somewhere where women are free to just be. Away from any notion of the 'male gaze' or judgment, the boudoir is where women come alive.

Empowerment, self-discovery, and reclaiming parts long lost are all just another day in boudoir.

But more than that, it shows the female form from all angles, documenting rather than ‘exposing’ every curve, dimple, line, and supposed ‘problem area.’

Why is Boudoir Different?

In a world plagued by strict and rigid beauty standards, boudoir dares to be different. Instead of asking a woman what’s been expected of her since birth – to aspire to an unattainable ideal – boudoir says *you* are enough. *You* are worthy. And beyond that, you’re more than enough – you’re exceptional.

This is groundbreaking to a woman who’s long felt invisible in society’s eye. When she steps into a boudoir studio, she feels admired and appreciated as the boudoir photographer does what they do best – empower. A photography session becomes a therapy session. Years of pent-up self-doubt, body image worries, and insecurities fall away during the session. The final images reflect the newfound confidence and sense of self.

Thigh Highs are Part of a Photographer’s Antidote

Boudoir photography captures the entire female silhouette, of which, as we mentioned earlier, the legs constitute a considerable part. This is a hefty amount of real estate to be styled, played

with, and ultimately – pampered. While lingerie is crucial to how a woman feels during a boudoir shoot and to the visual result, there’s a compelling aspect paired with a confidence-boosting comfort that only thigh-highs can provide.

The extra coverage feeds into the tastefulness of boudoir without detracting from sensuality. In fact, a barely-there sheer or fishnet can add a fiery charisma and reassurance that’s hard to replicate using any other article or accessory.

And underneath it all, an oasis of texture is tapped into that the camera can’t get enough of. The added layer adds dimension to photos without clouding the frame or capturing the eye for too long. Sculpting the leg by carving in all the right places, stockings make the most of your lighting and carefully-executed poses.

A barely-there sheer or fishnet can add a fiery charisma and reassurance that’s hard to replicate using any other article or accessory.

Boudoir Photographers Have Their Say

Jeff Carpenter, proud owner of Fearless Boudoir

by Jeff Carpenter Studios, Saiginaw, Michigan, weighs in. Noticing that many of his clients were frustrated by the infamous “one size fits most” claim, Carpenter made the wise decision to start offering a better in-studio option. His stockings of choice? It could only be VienneMilano’s ISABELLA Sheer thigh highs and GIORGIA Fishnets.

Made in Italy from Italian fabrics, VienneMilano’s stockings call on expertise cultivated and perfected over generations. And, of course, coming from the world’s fashion capital – there’s a certain confidence and flourish etched into every stitch



that grants its wearer a certain assurance that their legs may not only be the most beautifully adorned in the room but possibly the whole world.

Scrupulously detailed, VienneMilano's thigh high stockings effortlessly measure up to boudoir's high standards, evidenced by Carpenter, "I love the idea of giving my clients an option in studio, so when we want to add that nice touch to the portrait, because details are important, or I just want them to work."

And, there's no point to incredible detailing and quality craftsmanship if it's not going to be appreciated. Carpenter's clients' testimonials put our worries at ease, saying, "They are AMAZING; they actually stayed up and are so very comfortable." The other, "They fit so well and felt like they were fitted right for me."

Shawn Black notes that thigh high stockings can add depth and intrigue to a boudoir shoot, "they complete the look of whatever piece of lingerie the client may have chosen. In addition, they add another texture to a 2-dimensional image giving it more interest and detail."

And why does Black pick VienneMilano over other brands? Well, he has several reasons, the first being "they do not create a bulge at the top if you size them correctly." And the second being "they stay up and in

place without rolling, which can slow down a shoot and make a woman self-conscious." Last but by no means least, "they shoot amazing because they are made of quality materials which shows in the final images."

What to look for when looking for stockings?

Easy – a variety of classic styles such as sheers, fishnets, back seams, and opaque hosiery in sizes to suit every woman who struts into your studio.

Which means you shouldn't have to look much further than VienneMilano. Among their many varied collections, you'll find every color, texture, and style you could dream of. And, stocked in sizes small to 3XL – discomfort isn't an option. And more importantly, they're beautiful, meaning that any woman who steps into their soft embrace will also feel beautiful – just what you want.

*Sculpting the leg by
carving in all the right
places, stockings make the
most of your lighting and
carefully-executed poses.*

Want to treat your clients to the VIP treatment? Come check out the best sellers offer at VienneMilano.com today to see all the ways you can help your clients to feel utterly fearless, gorgeous. And – most importantly – respected, as she rightfully deserves to be.

VienneMilano: VienneMilano is the first luxury hosiery brand and online boutique dedicated to thigh high stockings, over the knee socks, and knee high socks. Their products are Made In Italy for women who want to reveal their style and confidence by being elegant, playful and sexy in every occasion.

 viennemilano.com

 [viennemilano](https://www.instagram.com/viennemilano)



Stockings for your studio. Order today. ciao@viennemilano.com



Indian Brides Wear Red, Not White

Written & Photographed by Trevor Sherwin, *Provocateur Images*

The Cover Story

Close your eyes and picture bridal boudoir. What do envision? White veils, white lingerie and brighter overall lighting. Now, there's nothing wrong with that aesthetic but with this series I wanted to celebrate a different look and show that bridal boudoir can be personal and unique and celebrate culture. Toronto is an incredibly diverse city and I'm working on shooting a series of different bridal looks. In this case we went for an Indian bridal boudoir theme and Indian brides wear red, not white.

The idea for the shoot came together when my makeup artist Nikki and I were hanging out at my studio waiting for a client and we got to talking. Nikki does a ton of makeup work in the Indian bridal community and we were looking at some images in her portfolio. The conversation came up that

we should do a boudoir shoot with Indian bridal makeup and wardrobe. We both got really excited about the idea and started planning by researching some other images for inspiration. Funny thing was, you'd think that this look would have been done before and to our surprise, it didn't seem to be popular. It was a HUGE help planning this series given that Nikki is Indian herself, so she could style this creative very easily, as she knew exactly what we'd need for some of the wardrobe and accessories.

What we knew was that Indian brides wear red, and so that was our starting point for the colour palette. I have a section in my studio that was going to be perfect to compliment the look we were going for because the set had red walls with gold accent frames, a red couch and a red silk bed we made up to go in front of it.



Nikki sourced all of the Indian wardrobe and accessories while I was responsible for finding the right lingerie. So off I went looking for the right red lingerie...

Having done this whole boudoir thing for 10+ years now you'd think I could find an elegant red lingerie. Not that easy, if I'm honest. I finally headed to one of my go-to lingerie brands, Dita Von Teese, and saw that there was an absolutely perfect set that had all the detailing and elegant accents we were looking for to compliment the other accessories. Oh, and the colour... It was perfect.

With everything sourced for the shoot, now all we had to do was find the right model so that we could order the lingerie and get this shoot happening. Nikki to the rescue again, as she recommended Shaheen, who took a bit of convincing because she wasn't 100% sure she could do a lingerie series since she was more of a lifestyle fashion model. But Nikki hyped me up and Shaheen agreed to do the shoot. Measurements were provided, lingerie was ordered and then the shoot day was scheduled.

The shoot went off without a hitch and Shaheen, although a bit nervous at first, settled right in like an

absolute pro after some pose guidance and coaching. I ended up shooting this whole series with continuous lighting using 2x NanLite 500's and one colour variable NanLite 300b, I don't normally shoot with LED lights as I prefer strobes but we wanted to shoot a behind the scenes video for this series and having all the lighting match up was why we went with LED's. The bi-colour LED was placed in the back on the wall with a globe and dialed in to be a closer to tungsten to create some warm light that would compliment the lamp that's in the background. The other two lights were set to daylight balance and I used a large octa for a gentle fill pulled fairly far back. The remaining light was on a gridded beauty dish to primarily light Shaheen. The combo of the beauty disk and fill are a favourite of mine as it gives that theatrical dramatic look.

When I shot this series, I never thought it would end up on a cover. Most of the time I shoot creative series and then they never get shared as much as I felt they should. A couple posts to Instagram and then on to the archive drive never to be seen again. I'm immensely grateful that the team at AIBP selected this image. And I guess I'll say to the rest of you: Submit your work, because you never know. Don't let all the creativity go to waste.









Boudoir by Provocateur

My interest in photography goes way back, although I didn't know it at the time. When I was a kid my parents had a subscription to *National Geographic* and I would read those cover to cover. Now, by read, I primarily mean "look at the pictures."

Later on in high school, I did one of those aptitude tests that would tell you what professions you might want to get into. Here's the funny part: One of my results was, in fact, "photographer" and I distinctly remember thinking, "What a stupid job that would be." Ahhh... Hindsight.

So there are two hints about photography as a profession that younger me should have clued into but completely disregarded. I attended a University for a program that was between Business Management for the printing industry mixed in with Media Production. During the first year there I came to realize that I like to eat rather than starve so I had to get a job and do school as well. I handed out resumes all over the place and I was eventually hired at a camera store because – I guess – I had a pulse. I knew NOTHING about cameras other than that

film went in them and that digital cameras were just coming out. But this camera store hired me anyway.

There's hint #3 to my younger self and finally I started listening to these hints. I got really, really, really into the photography thing. Borrowing cameras and lenses and taking pictures of anything and everything working my way up on the retail side of the photography world while also dabbling in every kind of photography along the way. I learned as much as I could. I stayed on the retail/distribution side for 13 years until, finally, I decided to start my own photography business. Because, who in their right mind decides to leave a six figure job to start a photography career, right? Remember that comment I made about liking to eat rather than starve?

So there I was, running a portrait business for about a year when I had a return customer ask me to do a boudoir series for her. I thought, "Sure, how difficult could that be?." Boudoir is really hard, apparently. Although that first series, by my standards today, was COMPLETE TRASH, the client was elated. In fact, she cried tears of happiness.

Seeing that client's change in how she valued herself and how she walked taller and felt she could confidently provide a big ol' middle finger to anyone that said she wasn't beautiful (especially her ex-husband) was amazing. It was at that moment, partially dumbfounded by what had just transpired but also having an epiphany, that I knew I wanted to shoot ONLY Boudoir from here on in. It became an immediate goal of mine to provide that transformative experience to everyone that got in front of my camera.

10+ years ago and I'm still going strong in the industry. When I originally started Provocateur Images it was based largely on that first customer and the transformative aspect of the Boudoir experience. I've always seen myself as a bit of a therapist with a camera and I would say that I help people's confidence from the outside in. I honestly don't know what else I'd ever do for work if I couldn't do this. Nothing would be as rewarding.

My Clients

Provocateur Images is always going to be an inclusive space and I'm really grateful for the types of people that come through my doors. Obviously, I've had lots of cis women in the studio. I also have photo-

graphed couples of all configurations – straight, gay, lesbian, polyamorous. I have photographed many that are transitioning or have transitioned, as well. These amazing and brave people will always hold a special place in my heart because they entrust me to photograph their bodies while also allowing me to show them the person they have long known themselves to be. I'm definitely lucky to do what I do.

My Approach

A client's experience with Provocateur Images is something I've VERY carefully refined and re-refined over the past 10 years. I strive to make an experience that can be difficult and nerve wracking to prepare for into something fun and empowering. I plan every session and try to personalize the experience for every client within the limits of my shooting style. I feel that the many different points of contact along the way takes away the anxiety of doing a shoot and builds trust too. During a shoot, I will routinely act out poses, something that looks 100% ridiculous for me, as a guy, but makes all the clients laugh and puts them at ease. I'm also a HUGE fan of the high five which is used to build momentum at the shoot and build excitement. But I'd say the one thing that





makes the experience unique with me is the conversation that happens in between the clicks. Sometimes it's therapeutic and sometimes it's to coach, but that conversation typically makes the shot perfect.

My Style

I've been asked to describe my style in the past and the best way I can think of to describe it is: *texture layered colour pop*. What do I mean? Well, I've always been inspired by films that are like eye candy. The kind of movies you'd find in a film nerd's library. Those art films that may or may not make any sense from a plot perspective but are beautiful to look at. I draw so much inspiration from those cinematographers and lighting techs that know how to show depth and shape in a scene. That's why I'm a fan of using lights to augment or re-create daylight so I can get the

exact look I want. I primarily shoot strobe but I will also complement with or exclusively use LED lights.

My Studio

My studio plays right into that *texture layered colour pop* style of mine and I love all the vintage inspired props that I have. I have several vintage couches in vibrant colors and 6 distinct shooting areas where I can mix and match furniture. Since my studio is one big open space, I can combine sets, too, and create a large room look.

Needless to say, I love my space. I believe my studio gives my work a uniqueness but also a rich colour palette that my clients love. I know that it may not be a look that vibes with all potential clients but for many, it sucks them right in and makes me stand out.





Trevor Sherwin is the proud owner and photographer at Provocateur Images in Toronto. He has been shooting exclusively boudoir for 10+ years. Trevor takes great pride in showing people that measurements are just numbers and making body positivity a reality.

 provocateurimages.ca

 [provocateur_images](https://www.instagram.com/provocateur_images)

Cover Contest Runner-Up

Christie Conyer & Ashly Layden, Modern Muse Studio
Oklahoma City, OK

 modernmusestudio.com  [modernmuseoklahoma](https://www.instagram.com/modernmuseoklahoma)






Cover Contest Runner-Up

Marietta Hardwick, Etta Boudoir
Algonquin, IL

 ettaboudoir.com

 [etta_boudoir](https://www.instagram.com/etta_boudoir)

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At UAF Photo Lab Ltd we value hard work, loyalty and integrity. We know how hard you work to capture your clients special memories and moments. Therefore, it is imperative to us that our clients receive the best possible quality that goes into each album creation, photographic print and product.

We're obsessed with quality and are much more interested in focusing on excellence than quantity. We are creatives at heart and completely zealous about what we do.

We pride ourselves on producing the best print quality and finishing: it's the benchmark on which we continue to do business. We simply love to create beautiful things.

UAF Photo Lab is more than happy to consider any type of Erotica, Penetration or Boudoir as Art in our lab.

Why You Should Display your Prints & Albums in your Studio

By UAF Photo Lab • SPONSORED CONTENT

Selling photography prints can be both an exciting and rewarding experience. It is also one of the many ways that you can diversify yourself as a photographer. If you've been wondering where to order albums and custom prints as a photographer, then look no further! We've got some great advice for you, including products that will 'wow' your clients!

At UAF we offer a myriad of products to help capture your images in timeless ways. With your clients in mind, we offer the best products to last a lifetime. From handcrafted albums, to beautiful prints and high end studio products we've got you covered.

Let's dive into 'wow' factor products you can offer clients!

1. Custom albums

2. Acrylic prints

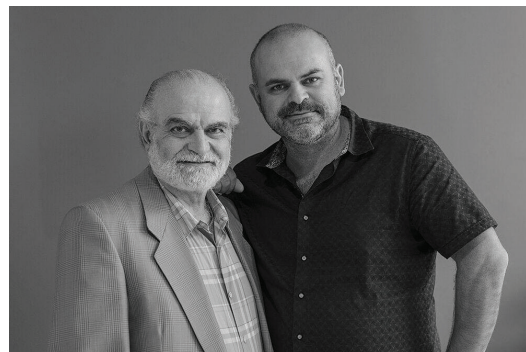
What gives clients the luxurious experience, quality and interaction starts with your services then your products. As a photographer when you venture into selling prints and art; your clients will be more likely to talk about your photographs to their family and friends. Displaying your images in albums and acrylic photos throughout your studio is a great way to show case when clients are doing their image reveals with you. As a professional photographer it is important to

be associated with a professional print lab to ensure the quality that will be given to your clients. Offering custom services such as albums and acrylic prints sets the bar high for quality. It allows clients to truly treasure their photographs as art.

UAF photo lab is known for their beautiful albums and acrylic prints. UAF does require photographers to be registered as professionals and does offer a variety of customizations for photographers to pick when creating products for clients.

By selling albums and acrylic prints people will be more likely to recognize your work when they see it and to garner it with some level of respect; aside from being able to make some extra money.

While digital photography has its merits, there is something truly special about the physical embodiment of art that enables print media to remain relevant in the present day. This is why turning prints into art work is one of the most important revenue streams in photography.





AIBP Weekly Choice Image Competition

Sponsored by UAF Photo Lab

Congratulations to the winners from the 2nd quarter of 2022!

Every week, the Association for International Boudoir Photographers in partnership with UAF Photo Lab, feature photos from our members in a weekly competition. They are recognized for their work on the AIBP blog, across social media outlets and are published here in *PHILOSOPHIE boudoir*. Winners are also gifted an acrylic block courtesy of UAF Photo Lab where they can have their image printed and displayed in their space.

We would like to thank all of our amazing guest judges and all who submitted images.



The winning images for the 2nd quarter of 2022 follow. We look forward to seeing more of your beautiful art this year.

**Want to enter your own images?
We'd love to see them!**

Log in or create your account at AIBPhotog.com and you'll find details on how to submit (scan the bar code at left to be taken directly to the submission page).

Good luck!





Andrew Felix, Boudoir by Felix



Kara Dunn, Midnight Sun Boudoir





📷 Laura Ellarre, Ellarre Boudoir



📷 Brianna Ellis, Brianna Lane Boudoir













Building Trust and Meaningful Relationships with your Boudoir Clients

By Veronica Benson for AfterShoot,
Photography by Jacklyn Greenberg of JAG Studios • SPONSORED CONTENT

Boudoir photography is about so much more than just taking sensual photos. It's about building trust, developing relationships, and creating an experience that leaves clients feeling confident, beautiful, and empowered.

But sometimes, it's hard to get into your clients' minds to understand how you can best create that experience for them. Everyone is wired differently, so the key is to employ different techniques that feel genuine to your style and personality while still giving them that encouragement and support they need along the way.

Building trust with your subjects is key to success in any kind of photography. This is especially true when it comes to boudoir, where a high level of

comfort and intimacy is required.

You've probably had those clients you connected with easily and had an AMAZING shoot with. You felt great, the client felt great, and they were thrilled with the photos. That's the dream right there!

But what about those clients where you couldn't quite reach them? You did all the same things as the client who loved everything...but the experience fell flat. You can't always predict why things are different because humans are complex beings.

But following a few guiding principles for each client can help you ensure that you are providing them with every tool you have to experience a fantastic boudoir session.





There are a few things you can do to build trust with your clients before, during, and after a boudoir session:

Highlight Your Superpower

The first step is to show off what makes you unique as a boudoir photographer. Whether it's your ability to make anyone feel comfortable in front of the camera, your years of experience, or your bubbly personality—let your clients know what sets you apart from other photographers.

One way to do this is by sharing testimonials or reviews from past clients on your website or social media. If you don't have any, consider asking a few of your favorite clients to write something up for you. You should feel GOOD when you share this information!

Another way to show off your superpower is by sharing behind-the-scenes content from shoots. This could be a short video clip of you working with a client, a quick photo of you in action, or a blog

about the experience.

Letting your clients see how you work, and the level of care you put into each session will help them trust that they are in good hands.

Reassure Them that Everyone is Nervous

Reassure your clients that everyone is nervous before their boudoir session. This means being open about what they can expect at the session and to let them know that it's normal to feel a little anxious.

How many clients have you worked with that you can say were 100% ready for the session and had no qualms or nerves? Probably not many! Let them know that they are in good company if they feel nervous or vulnerable.

If you've ever had the experience of being behind the lens for a boudoir session, share with them how

you felt! Having your own boudoir photos taken can get you into the client's frame of mind; it's literally walking in their shoes!

Expert Tip – talking helps:

“We spend lots of time talking beforehand to shift our client's focus and help them ease any anxiety they may have about their experience. We let them know we are an open book and they can ask us anything.”

–Jacklyn Greenberg, JAGstudios

Share Other's Stories (with permission, of course)

You can also ask permission from former clients to share photos and their stories. A good way to do this is with a client survey that goes out shortly after seeing their photos. Always have an option for them

to remain anonymous!

Even if they may not be willing to let you share the images, they may be fine with you sharing their words. You can use these words on social media, emails, and website.

Sharing these stories will help your clients see that they are not alone in their journey and that there are other women out there who understand what they're going through. It will also help them see the positive impact that boudoir can have on a woman's life, making them even more excited for their session.

Respect Their Journey

Being in front of the camera is a very vulnerable experience for many women. It's important to remember that each woman's journey is different and to respect the pace at which they want to go.

Some women will want to dive right in and feel



comfortable sharing their stories and experiences from the very beginning. Others will need some time to warm up and feel more comfortable sharing.

It's important to be patient and to respect each woman's individual journey. The more you can create a safe and supportive space for them, the more they will trust you and feel comfortable opening up.

Asking them things before the session, such as what pronouns they prefer and any limitations they have on posing or wardrobe, show that you want their experience tailored to their comfort level.

Guides that give them tips on preparation for the session, places to shop for clothes, or any other "insider tips" you give them will help calm nerves and reassure them that this will be an amazing experience for them.

In-person consults and touchpoint emails tell the client that you care about them and want the session to be successful for them. If you book them and take their money but don't interact with them until the day of the session, you could be dealing with a client who doesn't feel like you really care about the outcome.

Make it a Special Experience

Boudoir is a luxury experience for most women. It helps them feel pampered and taken care of. The extras like providing hair and makeup, having a client closet, or having snacks and beverages on hand make the experience more luxe for them.

You can also make the experience more special by creating a beautiful space for them to view their photos, offering bonuses like albums or prints, or even just sending a handwritten thank you note after their session.

The more you can make the experience memorable for your clients, the more they will appreciate and value it. And the more likely they are to recommend you to their friends!

Boudoir is an intimate and personal experience for both the photographer and the client. By taking the time to build trust and create meaningful relationships with your clients, you can create a truly transformative experience for them.

Expert tip – make them feel special:

"When we help our clients feel amazing throughout their experience their mind will be in a good place, and their body will fall into place naturally. Then we can have fun playing, testing, and trying different things to find moments that are truly them."

–Jacklyn Greenberg, *JAGstudios*



Expert Tip – get to know your clients:

"We talk about what's meaningful to them, what they find sexy, what their partners find sexy about them. We plan outfits, music, ideas, and sometimes we make a Pinterest board of inspiration."

–Jacklyn Greenberg, *JAGstudios*

Make the Process Very Clear For Them

From booking through the delivery of photos, make every effort to lead them by the hand (literally and figuratively!) on what they can expect.



Show Them Posing, Don't Just Describe

Show them the poses you are asking them to do! Literally, put down the camera and move your body like you are asking them to. This will help them understand what you want and allow them to see how the pose looks from another angle.

If you are asking them to do something that is a little more complex or requires props, take the time to set it up and show them exactly what you want. The more they can see what you are asking for, the easier it will be for them to do it.

Don't just describe the pose; show them!



Use Encouraging Words

The words you use throughout the session can significantly impact your clients. Be sure to use encouraging and positive words to help them feel good about themselves. Use words that feel natural to you and phrases that are sincere.

Tell them how beautiful and strong they look, how amazing their body is, and how proud you are of them. These words will stay with them long after the session is over.



Reiterate the Sales Process

After the Session

After the session, be sure to go over the sales process with them again. This will help remind them of what they need to do to purchase their photos.

It is also an excellent time to answer any questions they may have about the process or the products you offer. The more informed they are, the more likely they will make a purchase.

How AfterShoot Can Help

Boudoir Workflow

We created AfterShoot to speed it up and get you back doing what you love: photographing boudoir! One of the things that boudoir photographers told us was that the faster they could do a turnaround on their sessions, the better their sales were.

Keeping the excitement high is the key! You know how empowered women feel when they leave your studio, so it's important to remind them of that feeling when they are making their purchase decision. The longer you wait, the more likely it is that they will forget how amazing they felt during their session.

AfterShoot helps by automating a lot of the busy work (like culling) that goes into a boudoir workflow. This means that you can spend less time in front of the computer and more time behind the camera, where you belong.

“AfterShoot has made it so much easier to do same day in-person Reveal + Design Sessions.

It now takes me half the time it used to when culling the photographs for the reveal. My days are shorter, and I can enjoy some downtime while AfterShoot does its thing!?

–Jacklyn Greenberg, *JAGstudios*

Are you an AIBP member? There's a special discount for you on AfterShoot in the member's area! Be sure to use the exclusive member code when you sign up. Sign up at aftershoot.com/aibp



Say Thank You!

And finally, be sure to thank them again for choosing you as their photographer. Boudoir is an intimate and personal experience. By taking the time to build trust and create meaningful relationships with your clients, you can create a truly transformative experience for them.

AfterShoot software is the fastest and easiest way to automatically select, rate, and find your best photos, allowing you to shoot more and cull less. AfterShoot handles the boring stuff for you so that you can spend your time on things that matter the most.

 aftershoot.com

 [aftershootco](https://www.instagram.com/aftershootco)

CLICK, CLICK, DONE

Fall Booking Made Easy with 17hats

Fall is here! Have you started scheduling sessions yet? Booking sessions with new clients can be a daunting process. The back and forth of calls and emails to (finally!) land on a time can span days.

That creates a frustrating booking experience for you and your customer. It also takes up precious time. As we all know, the one thing you can't get more of is time.

Sarah Bellum Photography
WEDDING SPECIALISTS

SERVICE DATE & TIME CONTACT INFO CONFIRMATION

« September 2022 »

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

Fall Mini Sessions
Your 20-minute session will be held at Sarah Bellum Studios. We will have everything you need to make the most of your experience.

Afternoon:

3:00 PM 3:30 PM 4:00 PM

4:30 PM

All times are displayed in U.S. Pacific Time.

Sarah Bellum Photography
sarah@17hats.com | 999.909.0000 | www.sarahbellum.com

With 24 hours in a day and just seven days in a week, small business owners who wear 17 different hats need to use their time wisely. That's why Online Scheduling is essential for every service-oriented business.

Let's see how easy it is to get organized (and paid) with 17hats Online Scheduling feature. After setting all your services and availability, this is how easy it is for your clients to book.

1. Select A Date & Time

With 17hats Online Scheduling, your leads and clients see, at a glance, when you're available to meet. You can also embed the calendar directly onto your website for a seamless transaction or simply send a link to your potential clients.

By extension, the availability schedule that you create also rules out the dates and times when you're already spoken for. (So you don't waste time discussing those.)

Your client then selects the date and time that best works for them, and they add their information.

Your **Fall Couples Mini-Session** will be on **Sep 9, 2022 at 3:00 PM**

Contact Information:

First Name

Rachel

Last Name

Woods

Email

rachelwoods123@gmail.com

Phone Number

555-555-3456

Message (optional)

Looking forward to our mini session!

Fall Mini Sessions	\$350.00
Tax:	\$28.88
TOTAL:	\$378.88
Payment Today:	\$378.88

Rachel Woods

5555 5555 5555 5555 12 / 26 344 90210

-Payment must be made within 24 hours. **After 24 hours, your selected time slot will be canceled.**

- Mini-sessions are created to capture the season, set and location; therefore bringing your own props is **not** permitted.

- Due to the nature of the mini-session, outfit changes are **not** permitted.

- Time slots are limited to 20-minutes. Please arrive 5-10 minutes before your time, so we can promptly start on time.

- Because of the recurring time slots, sessions will start and end at the designated time.

- Mini-session fees are **not** refundable, even if you missed your time slot or arrived more than 10 minutes late.

- Cancellation due to weather is at the **photographer's discretion only.**

I agree with the Terms of Service

BOOK

2. Book & Pay

Once your lead selects an available time and date, they'll be prompted to fill out their information. Make getting paid faster and easier using 17hats Online Payments to collect payments upon booking.

Sarah Bellum Photography

WEDDING SPECIALISTS

Hi there Rachel,

You are all set for your 20 minute Mini Session on Friday, September 9, 2022 at 3:00 p.m. Your session will take place at the Sarah Bellum Studio, 111 Park Lane, Pasadena, CA 91101. We ask that you please arrive a few minutes early.

Now that you're all booked, it's time to think about all the fun stuff such as outfits and makeup. Check out our [Pinterest Board](#) and [Blog Post](#) for some ideas.

Have a great day,
Sara Bellum Photography
<https://www.sarahbellum.com>

Manage Booking

“The easier it is to book a session, the more sessions you'll book.”

AMANDA RAE,
17HATS COO

3. Confirm Booking!

After the new client books and pays, they will automatically receive an email confirmation with a calendar invite. The booking appears on your 17hats Calendar and you can even set up reminder emails to be sent out automatically to your client. Oh, and remember: Your 17hats Calendar syncs with your Google and Apple calendars, so you never miss a beat.

17hats

Start Saving Time Today!
17hats.com





Grande Jeté

Written & Photographed by Kiati Plooksawasdi

Please point your toes for me. Now look down your shoulder line, yes, eyes down. Ok, now reach up and extend those arms and arch your back a little more...*perfect!*

As I look through the viewfinder and get ready to press my shutter, I take one last look to make sure everything is where I want it to be.

- Am I seeing all the triangles I want created from the pose? Yes, Check!
- Am I seeing the light shape and contour the body to create that drama that I want for this shot? Yes, Check!
- Does the wardrobe have any twists or need to be adjusted in any way? No, Check!
- Ok I'm ready *annnnnd* click.

That was perfect! Now can you go on relevé? Fantastic! Can you do a Grand jeté for me? Awesome!! Ready? I'll count you down, 5 – 6 – 7 – 8!

Wait...*what?!?* Yes, you read it correctly, you might have thought I was talking through posing for a boudoir session, and why wouldn't you? You ARE reading a magazine for boudoir photographers. But no...not today. On this day, I had a dancer in front of my lens.

However, the way I direct and pose a dancer and the techniques I use to shape and contour light for a dancer have the same foundational principles that I use when I shoot boudoir. I have both a boudoir brand and a dance photography brand and this is a little insight on how I've melded the two genres into my photography business.

I started my photography career over 12 years ago with weddings, families, and newborns. I discovered boudoir 10 years ago through one of my fellow wedding photographers who invited me to attend a workshop with her. I fell totally in love with the genre and not too long after that, I gave up weddings and newborns to solely focus on boudoir. I still continued to do a few family sessions to fill the schedule as I built my client base, but I knew boudoir was really what I loved.

As I was developing my photography business, my daughters started dancing at the local dance studio. Of course, being both a proud father and a photographer, there wasn't a recital that I didn't have my camera by my side. A few years later, my daughters started dancing for the studio's dance company which meant more performances and yes, more dance pictures.

While I was capturing my daughters dancing, I began to capture their dance friends since they were already on stage with her. I was THAT Dance Dad that had a ton of images and I started sharing them with other dance parents. The parents loved all the images and one day the dance director asked if I would be willing to do their studio portraits. The person who was doing their portraits was going to retire and they needed a new photographer for the studio. I agreed to take the contract to help out. I didn't know it then, but that opened the door to discover my second love in photography: dance portraits.

Shooting dance portraits just seemed to make sense to me, I love the art of dance and loved watching my daughters perform. I have always had fun dancing at clubs and I can never pass up a good cheesy dance movie when scanning the channels.



Grande Jeté

grand je-té
noun (ballet)

a jump in which a dancer springs from one foot to land on the other with one leg forward of their body and the other stretched backward while in the air.

A few days after agreeing to the contract was when my “holy crap” moment came. I have spent the past several years developing my name and brand around boudoir and being a male boudoir photographer. If you Google my name or business, the images you see are all boudoir related.

What if a parent Googled me looking for how to contact me after taking their son or daughter’s dance photos?!? What will they say? How will they react?

It is my ACTUAL name and not a made-up business name that is associated with boudoir and the imagery that defines the genre. If I changed the name of my boudoir business, it is not like all of that data will magically disappear.

Then I realized, well, the dance director knew that boudoir was one of the main genres that I photographed, and she was comfortable with me, so I shouldn’t worry, right? I am proud of what I have built and so instead of hiding it, I decided to fully embrace it.

I still wholeheartedly believe that your presence, especially on social media, should be clear as to what you do and what you shoot. When someone comes to your website, Facebook business page, Instagram, or any other platform, they should know exactly what type of photography you do, and it should speak to the audience and demographic you are targeting.

So, I created another Instagram account to represent my dance work. Remember how I said I fully embraced it? My main Instagram account is @kiatiplooks and my dance Instagram account is @kiatiplooks.dance There really is no hiding when someone searches for my account, they will see both. What I discovered along the way is that the moms end up following both, one for their kids and the other for themselves!

So now the time came for my first session of dance portraits for the dance school. The littles...yay, no problem. It was just like wrangling kids during family portraits. I got this!


Then the company dancers started to come in for their session and that’s when I got hit by a wrecking ball. Between the dance terminology and understanding what the dance director was looking at for each pose was like trying to relearn photography while learning a new language all at the same time. I Got Served!

Learning when and how to catch them at the peak of their jump or leap. Looking at feet first and then legs, hands, arms, body and finally the face. The nuances of how to position the dancers, understanding which is their dominant leg and being ok with the fact that their dominant leg may not coincide with the side of their face they like the best. To portray these dancers at their best, I needed to Step Up and take Center Stage otherwise this would be the Last Dance.


As I continued to increase my level of experience in dance portraits, I found that

the technical nuances between boudoir and dance sessions are very different but the foundation to create a mood, how to direct my subject, create the lines and angles of the body, how I decide to light the subject to emphasize their best features while diminishing the ones they were sensitive about were similar. I realized that I could leverage the knowledge of both to benefit my clients.

Photography genres can be very specialized, and I always give the analogy of an attorney or a doctor when I speak to people about the nuances of photography. Just because you have a law degree and passed the bar, doesn’t mean you can trail any case or provide legal advice on any topic. You are not going to ask a tax attorney or divorce attorney to trial a murder case.



I found that the technical nuances between boudoir and dance sessions are very different but the foundations are similar





In the same vein, just because you are an MD doesn't mean you can perform any surgery. Would you want a podiatrist to do your liver transplant?

Similarly, just because someone owns a camera and calls themselves a photographer, that doesn't necessarily mean they can just pick up that camera and be able to shoot any genre and do it well. At face value, you might be able to get the shot but was it technically correct? Was it achieved in a safe manner where your subjects were not at risk? In agreeing to this work, did you put your company at risk?

Make sure to respect each genre, take the time to learn about it and know what it takes to do right and that includes being able to price it correctly, so you are in line with the market. This will ensure you are not devaluing the market as well as devaluing yourself

and putting your colleagues in a tough position where clients begin to devalue the work they do by trying to haggle for the price of sessions or products. Once you develop the skills and understanding of those nuances, then you can begin to meld them and take what you learn from each part to be a stronger artist.

As a result of shooting both genres and being transparent about it, I have had some boudoir clients that have had formal dance training. Once I find that out during the consult, I always try to incorporate that in the planning of their session. It works well since it puts the subject in a familiar environment of doing something that they love while helping them to diffuse the initial nervousness of being in a boudoir session. That is really when I have been able to meld the two genres!





Lastly, I leave you with these quotes, some have owners while most are anonymous. They were all found on dance posters and images related to dance. But as you can see, the sentiment of what these people are feeling about dance is very similar to what we hear

from our boudoir clients, what we tell our boudoir clients when we hype them up for their session, or how we want our boudoir clients to feel during or after our sessions.



“Don’t underestimate yourself. You are more capable than you think.”

– Misty Copeland

“I may not be there yet, But I’m closer than I was yesterday.”



“Sometimes what you’re most afraid of doing is the very thing that will set you free.”

“I’m not invisible when I dance.”



“Dance is the hidden language of the soul.”

– Martha Graham



“As soon as I hear music, something in me starts to vibrate.”

“You always find beauty in the things that you love.”



Kiati Plooksawadi is a boudoir, portrait, dance photographer and educator based in Ellicott City, MD, and the owner of Kiati Plooks Photography and Studio KP. Kiati has over 12 years of experience in the photography industry and enjoys teaching and mentoring when he is not behind the lens. With the knowledge of utilizing both natural and artificial light in his work, he leverages his ability to shape light to contour his subjects to create drama and depth within his images.





5 Tips to Maximize Your VIP Engagement

By Easton Reynolds

VIP groups have become a staple for boudoir photographers in the last few years. Some swear by them and others hate the amount of time they take to maintain.

In this article, I am going to give you 5 tips to maximize

your VIP group engagement in order to get bookings.

If we haven't met before, my name is Easton Reynolds and I specialize in helping boudoir photographers utilize direct response marketing to book their dream clients.

📷 Liz Hansen, Chicago Boudoir



Tip 1) Stop Posting a Million Times a Day in Your Group

Most educators in the boudoir space will tell you to post 20-50 times a day in your VIP group in order to get your engagement up.

However, this isn't wise and in fact, it goes against how Facebook's algorithm works. Facebook wants you to post things that are helpful to your audience, things that will get interaction and engagement. Posting content that is carefully and intentionally curated once a day can have a much better impact than posting a lot of things in a day that gets very little interaction.

For example, if you have 1000 people in your group and you post 20 different things in a day that get under 10 likes each along with a few comments, the algorithm decided that what you are posting isn't interesting to your audience. In turn, your posts don't get shown to many people in your group.

However, if you make one post in a day and it gets 100 likes, the algorithm sees that your audience is engaged with what you are posting and shows it to more people. So stop posting stuff just to post stuff.

Tip 2) Interview Your Past Clients Live in Your Group

Doing this will revolutionize your group. Most women have real fears and hesitations about doing a boudoir session. Seeing a beautiful photo of another client of yours often doesn't convince them that they can do a session. Their response typically is "wow, she is beautiful...I wish my arms looked like that".

In order to book a client, we need to show them that they need the experience of a session with us because of how powerful it can be for them. Interviewing a past client can help you achieve this. It takes them from a place of wanting a boudoir session to a place of *needing* a boudoir session.

Ask them 3 main questions: What fears or hesitations did you have about doing a boudoir session? Why did you decide to do a session with me? Describe how your session made you feel.

When other women watch the interview, it gives them a glimpse into what their experience could be if they book. It helps to get them out of their logical brain and into their emotional brain which helps them realize that they now need this experience in their life.



Jodie Shanks, Studio Sensuelle



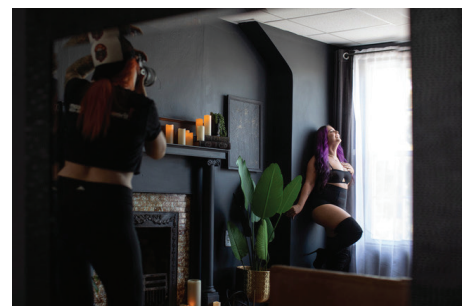
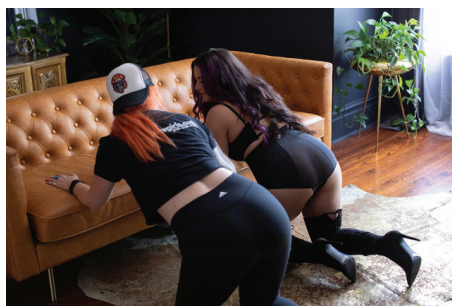


Tip 3) Go live in your group to show what a session is like.

The concept of doing a boudoir session can be overwhelming for a woman. There are so many thoughts that can run through a woman's mind when considering doing one. Most of what your potential clients believe about a session and how it works are incorrect, because they haven't ever experienced it before. Doing a live session breaks down all their misconceptions and shows them what they can expect during their own session.



📷 Jamie Pfister, The Adore Girls





Tip 4) Vulnerability is the Only Thing that Sells Better than Sex.

When it comes to boudoir, we are asking our clients to pay us to be vulnerable with us. This is a big ask. Most of us would never go on a first date with someone and ask them to marry us at the end, right? But we do this with our potential clients all the time. “Here are my pretty pictures, want to give me money now?”

There is so much more that goes into it than that. When we date someone, we get to know them, which leads to us trusting them enough to engage in a deeper relationship. This is also true when it comes to booking boudoir clients.

So how can you do this? Be vulnerable with the

women in your group. Let’s say you woke up and looked in the mirror one morning and didn’t love what you saw. (We have all had those days, right?) It got you down for a little while, but you decided not to let that ruin your day. That is inspiring. Go live in your group and talk about how you had a rough morning and share what steps you took to ensure it didn’t ruin your day. Most of the other women in your group will be able to relate and they may also feel heard if they have ever struggled with that as well. This creates trust and shows them your group is a safe space to be vulnerable. Obviously, this is just one example but there are a ton of topics you could talk about in your group that all the other women will be able to relate to.



📷 Anna Johnson, Boudoir Ego



Tip 5) Focus on the Experience You Create, Not the Images.

As I coach boudoir photographers from all over the world, I see what many of them are posting in their VIP groups. Often times the intention of the post is good, but it barely gets any interaction. They shoot a session and then post a pic from it in their group and add a caption like “Didn’t Sara crush her session?” The post typically gets a few like and maybe one comment saying, “Beautiful!”

Why didn’t the rest of the ladies interact with it? This goes back to one of my previous points. The image you posted of one of your clients doesn’t resonate as a stand-alone image because there is no emotional pull for them. It would be much better to post that same image and include a bit of a story behind her session.

Maybe something like this... “Sara told me she has never loved the way she looked. However, she was ready to be brave and step outside her comfort zone because she had seen all the reviews from my past clients and she wanted that for herself. The day of

her shoot she called me in tears wanting to cancel because she was so nervous. What if she hates the images as much as she hated looking in the mirror? She decided to push through the fear and ended up loving her images. In fact, she felt so empowered that she quit the job she hated and used the confidence she gained to land her dream job.”

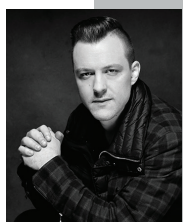
Can you see how much more powerful that post is than simply saying didn't Sara crush it? Make everything you do about the experience and you won't regret it.

Conclusion

In conclusion, these five tips are things I teach all of my clients. They may seem simple, but I assure you they will have a huge impact on the engagement level of your groups.



Teri Isenberg, Radiant Rose Boudoir



Easton Reynolds specializes in working with boudoir photographers to help them implement direct response marketing and land their dream clients. Easton has been a full time photographer for 12 years and achieved 6 figures in his second year. He now teaches Boudoir photographers from all over the world how to run a successful boudoir brand.

theartofsixfigures.com

[theartofsixfigures](https://www.instagram.com/theartofsixfigures)

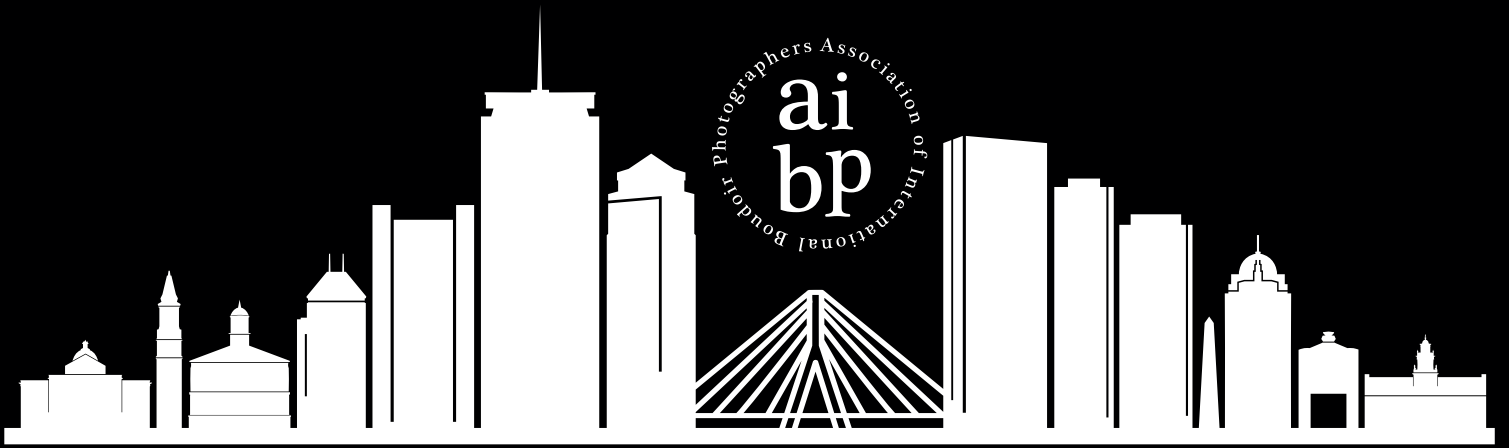


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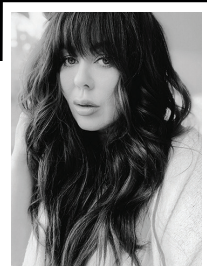




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After 2 years of postponements, we are thrilled to bring you the the Association of International Boudoir Photographers 2022 Retreat!
Come to connect with fellow photographers and learn from some of the top leaders in the industry.



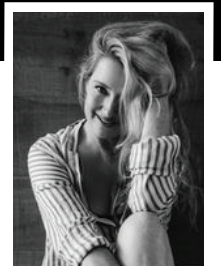
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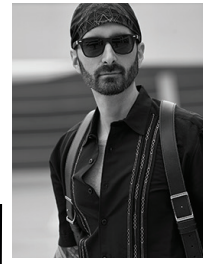
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