

# INSPIRED

BY NAPCP

JUNE 2018

*Featuring*

Lena Antaramian  
of Live Love  
Laugh Photos

*The*

**LATEST**

Free Printables, BNECP  
Semifinalists, Snapshot  
Travel Guide & More!

**INSIDE**

Instafaves and  
#NAPCPBACKYARD:  
Featured Images

# Beauty in Bloom

Summertime is almost here, and that means that busy season is making its way to the front of our minds. It also means that we're looking for ways to make the most of any time we have to relax, and maybe looking for some ways to streamline our busy season business. The coming summer season is an amazing time for photographers to reinvigorate and even reinvent, and NAPCP is alive with ways for you to elevate your craft and raise your creative spirit. Grab your umbrella, settle in to your favorite shady spot, or feel the sun on your face and relax with your June edition of Inspired magazine.

This month's feature photographer is Lena Antaramian, of **Live Love Laugh Photos**. This award-winning Bergen County, New Jersey child and family photographer tells us she feels privileged to capture and help preserve the moments filled with more love than can ever be described with words. Lena still gets teary-eyed when she witnesses emotional connections and family moments. Her annual photo contest marketing idea was a runaway hit at the 2017 NAPCP Retreat, and we hope that you love getting to know Lena better (hint: she shares more fabulous tips with us)!

Speaking of love, the **Inspired by NAPCP Gallery Event** will be the event of the season and it will be here before you know it. Fall in love all over again with the artistry of your work, then submit your most splendid imagery; it may be selected for inclusion in the print gallery!

Our **summer 2018 free printable is available** to download for free. Are you thinking about how you're going to keep your children from bugging you for tablet or TV time this summer? **Download our Summer Rules printable task chart**, whether you fill it in entirely on your own or use our suggested to-do lists, the kiddos will know what's expected of them. Remember, when mom's happy, everyone's happy!

If you want to take a little time to smell the proverbial flowers before capturing or selecting your images for the Inspired by NAPCP Gallery Event, take some time to get to know the **2018 Best New Emerging Child Photographer semifinalists**. We'll be announcing the six finalists this week! We want to encourage you to boost the confidence of these awesome newer photographers, and help them feel truly welcome to the professional photography industry.

For those of you planning summer shindigs and family getaways, we have some fabulous freebies and peppy printables to help you out with all your sweet summer events. In the pages ahead you'll find our **Snapshot Travel Guide**, and be sure to visit the **NAPCP site** for summer month calendar and menu printables.

May your June be full of hope and life.

*Breezily Yours!*

The NAPCP Team

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— FREE PRINTABLE —

# SUMMER RULES



GET INTO A NEW ROUTINE

..... WHAT'S HAPPENING

*right now*

Now accepting Marketing Monday submissions!

*june 2018*

Get ready to vote for your favorite finalist in the Best New Emerging Child Photographer contest, soon!

*july 2018*

Start preparing your images for the Inspired by NAPCP Gallery Event print competition!

*september 11th - 18th*

Our next NAPCP Gatherings. Mark your calendars!





# FEATURED PHOTOGRAPHER

LENA ANTARAMIAN .....

*Images by Lena Antaramian of Live Love Laugh Photos*







**L**ena Antaramian, owner of Live Love Laugh Photos, is an award-winning Bergen County, New Jersey child and family photographer. She is a mom to two very different and amazing twin girls, and wife to a brilliant and funny man. Lena loves dogs, books, and sunny spring days. She loves all types of food, dessert in particular. Cooking is a different story, though! Lena loves bags and believes you can't ever have too many.

Lena is a world traveler and after visiting many countries, living in a few, and meeting people from all over, she truly believes that the world is a wonderful place and that people -- at their core -- are good.

We hope you love learning more about Lena's life of love and laughter!



# AT A GLANCE



*Lena Antaramian*

1. Started photographing? I got my first SLR in 2001. I took about a zillion pictures during my travels before my kids were born.
2. Officially opened business? End of 2008
3. Favorite camera? Canon Mark III for client sessions and Fujifilm XT2 for personal/travel photos
4. Lens of choice? Canon 70-200mm II for outdoor sessions; Canon 85mm 1.2 for portraits; Canon 24-70 2.8 II for everything else
5. Favorite lab? Simply Color Lab, and Miller's
6. Favorite framer? Simply Color Lab
7. Favorite subject to photograph? My kids and cool travel destinations



# CE WITH

LENA  
ANTARAMIAN

8. Favorite musician? Imagine Dragons

9. Favorite movie? Snatch

11. Recent favorite read? *Prodigal Summer*, by Barbara Kingsolver

12. Favorite client product? Canvas collages from Simply Color Lab

12. 3 things you can't live without? I cannot live without my family (including my dog) but they are not "things" so: iPhone (I am the first to admit that I am addicted to it!); bluetooth running headphones (They motivate me when I go for a run and are great for listening to books when I walk my dog.); passport (I LOVE to travel!)

**FLIP THE PAGE FOR OUR EXCLUSIVE  
INTERVIEW WITH LENA!**



**Hello, Lena! We are thrilled to be featuring you this month. Tell us a little about yourself, your beautiful family, and how you got your start as a professional photographer.** Thank you so much for featuring me this month - I am honored and humbled! I LOVE NAPCP and all you talented ladies (and #kyuistheman) behind it. I love this community and am thrilled to be sharing my story with you.

I live in suburban New Jersey - right outside of NYC - with my handsome husband (we will be celebrating our 15th wedding anniversary this month!), my 10 year-old twin girls (they are very different but equally amazing!) and my 6 month-old Whoodle puppy (who, subjectively, is the cutest puppy there is!). As with many of us, photography is my second career and I have my kids (and my sister) to thank for inspiring me to take the plunge.

I loved photography way before I became a professional photographer. I got my camera in early 2001 and have been taking pictures ever since ... at the beginning I was not very good but that did not stop me. I love to travel and I would always joke that my dream job would be a photographer for National Geographic. My real time job was less exciting; I was working for a business and IT consulting firm, working on Wall Street for big clients like Goldman and Prudential.



In 2008 when my twin girls were born, I was home on maternity leave, not looking forward to going back to work. Don't get me wrong, my job paid very well and offered lots of flexibility, but I got no satisfaction from my job. At the tender age of 32 I started to think about what I wanted to be when I 'grew up'. During that time my sister told me one of her friends became a photographer so I should totally try to do it as well. I knew what I wanted to do when I grew up; I wanted to be a photographer!

I jumped into it right away and within a few weeks I got my business cards, put together a website, had my graphic designer sister create a logo for me, and I was in business! I thought I was hot stuff. I advertised, offering a 20% discount on my \$250 all inclusive session fee, AND edited all my photos in iPhoto. This lasted only a couple of months because my family was bursting at the seams and we were ready to make a move to the 'burbs.

I thought that in the suburbs my business would surely bloom. After all, I was a NYC photographer! I still had no business being in business. For example, I was surprised when I photographed a family in a park at 11 AM, with bright sun shining down on them, that there were dark shadows under their eyes! I quickly realized that before I established myself in the suburbs I should try to learn a lot more





about photography; I took a few months to learn. I took a camera class, a Photoshop class, spent hours reading every tutorial on photography forums, put together my price list and product offerings, researched my packaging, designed my marketing materials, worked on my website, etc. By September 2009, the new and improved Live Love Laugh Photos was once again ready to take on clients, with a better website, nicer business cards, a proper price list and more knowledge of photography. I experimented with my editing for a few years (bought every single action under the sun) and was showing clients images edited in lots of different ways because you know, options. It took a few years but I discovered my photography style and found my 'voice'.

I've been doing IPS ever since I started my business and my long term dream was to have a photography studio. In 2013 I signed a lease on my first studio space. The grand opening of my studio was one of the best days of my life and it was so wonderful to see so many of my friends and clients and photographer friends I've made along the way. Having a studio allowed me to expand my business in ways I did not even think about. Now I offer headshots, studio sessions for kids, holiday mini sessions and photography workshops for parents! My passion has always been and will probably always be lifestyle family photography.

Being a photographer is by no means easy but I can honestly say that I LOVE what I do. I know that I am so lucky to be able to do something that I really LOVE, set my own hours, and do work that I believe is important and makes a difference.

**Visitors to your website are greeted by the lines, “Uniquely YOU. Uniquely Now.” What can clients expect during a session with you? What types of images will they find in their revealed galleries?** My goal is to really capture each subject I photograph, be they a mischievous toddler, a spunky 8 year old, a thoughtful teen or a family that has all three. Kids grow and change so fast and I want to capture them exactly as they are because these moments will be gone before you know it. If a child has a special headband that she wears all the time (my own daughter is obsessed with her cat ears headband), or does a funny nose crinkle or a moody pout, that's the stuff parents want to remember.

I recently photographed an 11 year old boy, for whom spending a Saturday morning being photographed was probably as enjoyable as having your teeth pulled. It was very clear that being there was the last thing he wanted to do. I remembered that his mom mentioned that he liked Harry Potter so I started to chat to him about the books, who his favorite character was, which book was his favorite, what he thought about the epilogue of the series, etc. That put him at ease. Before I knew it he was asking me to take this picture of him and that picture of him! As he forgot about being 'cool' and opened up to me, his whole demeanor changed. After seeing the images his mom told me that the reason they come back me is because I am able to let kids' personalities shine. That is the highest compliment I can ever receive from a client.

**It's no secret to the NAPCP Member Community that you're a master of capturing families at their most connected and natural. Does this skill come easily to you? How have you perfected it?** I think the best way (and probably the only way) to capture people connecting is to have them be themselves and have fun. It is much easier to be connected and to feel natural when you are relaxed. That's what i strive for. I try really hard to make every session fun for the whole family.

So often when people think of doing a family photo they make it sound like a chore. They picture everyone dressed in matching outfits, staring at their photographer with their heads tilted just the right way and smiling politely. That is the exact opposite of how I run my sessions. I not only want to create beautiful images for my clients but I also want to make the whole experience super fun for them. I want my clients to ENJOY their sessions, and I do think that sessions are something to be enjoyed. After all, how awesome is that you get to spend time with your family, with people you love, doing stuff that makes you happy?! Pretty awesome, if you ask me!

I greet everyone with a big hug. I am silly and a bit of a clutz so making a fool out of myself comes really easily for me and puts families at ease. I tell jokes (potty jokes work well for kids and adults alike!), go on and on about my dog, chat with kids and adults, hold kids' hands when we cross the street and just act like a fun aunt! All of that helps clients relax and lets them enjoy their time together as a family, which translates into great photos!









**4. Finally, what advice do you have for photographers who want to produce more meaningful family portraits?** I always think about images I would want to have of my OWN family. That's the barometer I use when I photograph my clients and cull their images: Would I want an image like that of MY family? Think about what shots YOU would love to have of your kids, what images YOU would find meaningful years from now. For me, it is an image of us being us, a picture of my kids showing their personalities, fierce looks and big laughter full of teeth that will probably need braces ... these are the images I want. Tthat's what I try to produce that for my clients. Dig deep and find out what is meaningful to you and talk to your clients to find out what is meaningful to them.

*Thank you so much, Lena!*



# Three Tips

## FOR IN PERSON SALES

by Lena Antaramian

**1- Have samples.** Carry samples of every single product you offer. It doesn't matter how great the images in your product guide are; nothing can replace having a client physically touch and feel product, see how thick the pages of an album are, how high definition the metal prints look, etc.

Invest in the largest size of product samples. Many labs offer a sample discount, so check with your favorite lab. People generally buy what they see.

**2- Use Design Software.** If you want to sell wall art, invest in design software. Wall collages are my biggest seller but how many clients would think to ask you to design a wall collage? Probably not many. It is your job as their photographer to educate them and show them what several images will look like displayed together in their home.

I use Shoot and Sell to show my clients what their images look like arranged in an artful way. Once clients see the story of their session, they have to have a wall collage! Win/win. Clients are happy because they love their art; you're happy because your clients are thrilled, your work is showcased in the best way, and you are able to sell more than one item.

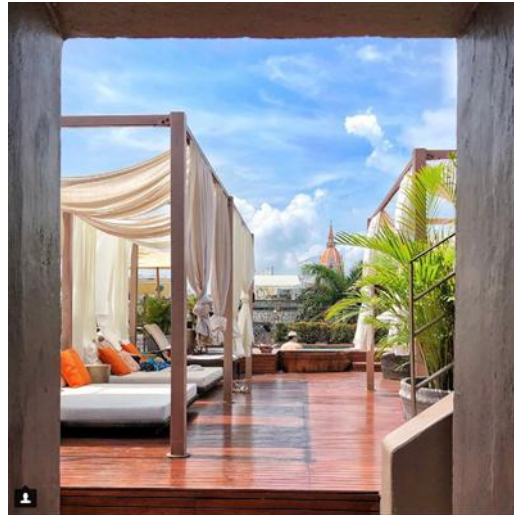
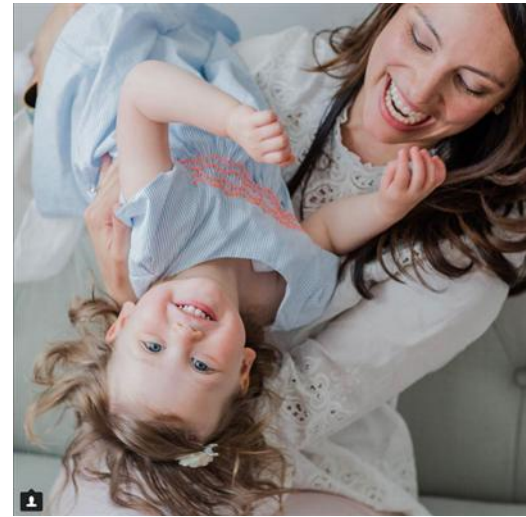
I think 3 should be fine, given how much I took away from the other 2, but let me know if you need 3 edited down more, too.

**3- Don't Let Prices Be an Unpleasant Surprise for Your Clients at Reveal Sessions.** I believe that you should share your price list with clients at the time they book a session so there will be no sticker shock at the time of ordering. In addition to that, I always give a ballpark estimate of what people invest in their sessions so that clients have a rough idea of what they should plan to spend. I always email a link to my price guide a few days before the ordering session so people can refresh their memory and start thinking about the product they would like to order. It is always good to have the price list handy during your ordering session as well; I have mine on my iPad (loaded as a PDF document) but you can also have it as a physical brochure. Basically, make sure you show your prices to clients as many times as possible - that will avoid awkward conversations about pricing at reveal sessions.

# BEHIND



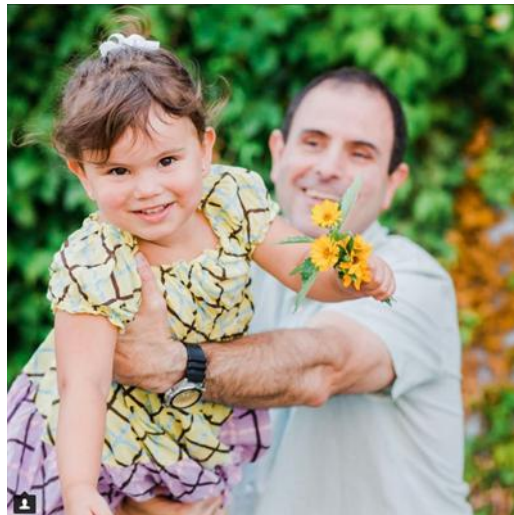
We visited Lena's Instagram feed and gathered some of our favorite captures.



# SCENES

WITH  
LENA  
ANTARAMIAN

Follow her at [instagram.com/livelovelaughphotosnj/](https://www.instagram.com/livelovelaughphotosnj/) to see more beautiful imagery!



## BAG

- Journey from Shutterbag
- 

## BODIES

- Canon 5D Mark III
  - Canon 5D Mark III  
(with Sassy Strap wristlet)
- 

## LENSES

- Canon 85mm f/1.2
  - Canon 16-35mm f/2.8
  - Canon 8-15mm f/1.4
  - Canon 35mm f/1.4
  - Canon 70mm-200mm f/2.8
  - Canon 100mm f/2.8
- 

## EXTRAS

- Sundisk Extreme Pro  
memory cards
- Canon extra battery
- Pelican Memory  
Card Case
- Purisol Optical Cleaner
- LensPen
- Business Cards  
(with Sassy Strap wristlet)





# CAMERA BAG ESSENTIALS

WITH LENA ANTARAMIAN





*inspired.*  
**INSPIRED**  
A NAPCP GALLERY EVENT



**AUGUST 23RD**





# #NAPCPBACKYARD

Some of our favorite images from the June @NAPCP tag on Instagram. Stay tuned for our July tag and keep tagging #NAPCPBackyard for your chance to get featured in our feed!

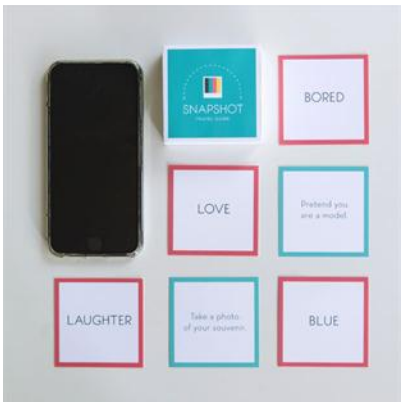




# YOUR SUMMER TRAVEL BUDDY HAS ARRIVED

Experience your best trip ever! Use this guide for image inspiration through a new place, adventure or even your own backyard. See the world around you in new ways and add fun to your travels. Have a marvelous time and, most importantly, capture moments for the memory book!

ORDER YOURS TODAY



— 2018 BEST NEW —  
**EMERGING  
 CHILD**  
 PHOTOGRAPHER  
 — *Semifinalists* —

NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



BABY ANGEL  
 PHOTO STUDIO  
 ANASTASIA NAGORNAIA



EVA MOCHA  
 PHOTOGRAPHY  
 EVA MOCHA



HEATHER RODBURG  
 PHOTOGRAPHY  
 HEATHER RODBURG



EVA MOCHA  
 PHOTOGRAPHY  
 EVA MOCHA



SCHEHERAZADE  
 PHOTOGRAPHY  
 SCHEHERAZADE SHAHID

# The Search is On for New, Undiscovered Talent!

NAPCP is looking to shine a spotlight on one of our industry's brightest rising stars. We all know how challenging those first two years of running your own business can be – learning best business practices, juggling marketing, branding, finances, equipment, workflow ... all while consistently producing gorgeous portraiture for clients. We love the spirit and tenacity of the future greats in our community, and we are here cheering them on.

To give them a little push in the right direction, NAPCP is honored to host its fourth **Best New Emerging Child Photographer Contest!** We have reviewed all nominations and announced the group of semifinalists you see here, who are in the judging process. Congratulations to: **Amanda Lee Photography** | **Ashley Soeder Photography** | **Ashley Wentz Photography** | **Baby Angel Photo Studio** | **Beth Miller Photography** | **Eva Mocha Photography** | **Featherlily Photography** | **Heart and Lens Photography** | **Heather Rodburg Photography** | **I Dream In Flowers Photography** | **Kaitlin Branter Photography** | **Mariana Moraes Fotografia** | **Marissa Martine Photography** | **Mary Craven Photography** | **Rootsie Photography** | **Ruchita K Jain Photography** | **Scheherazade Photography** | **Twynn Takes Photography** | **Wit and Whimsy Photography** | **Yew Photography**

Our **esteemed panel of judges** is narrowing the field to six finalists, who will be announced soon. Finalists will be announced and then **YOU vote for your favorite finalist here!** We tally up the votes and spoil the winner.

Our 2018 Best New Emerging Photographer will be handsomely rewarded with the following:

1. All Access Pass to PPA Imaging Convention (provided by ShootProof)
2. **Fundy** Light Suite – 1 Year
3. **ShootProof Account** – 1 Year
4. **Musea** – One Matted & Framed Print of Choice
5. **NAPCP Membership** – 2 Years
6. One Hour Mentoring Session with **Rob Greer** – Photographer & SEO Expert
7. One Hour Mentoring Session with **Alice Park** – Co-Founder of NAPCP
8. Digital Seal for Website – Best New Emerging Child Photographer 2018
9. Promotion from **NAPCP**, **ShootProof**, and sponsors on all Social Media and online websites

[CLICK HERE TO LEARN MORE](#)

THANK YOU TO OUR GENEROUS SPONSORS



# VIDEO INTERVIEW SERIES

## *About this Video*

Willy Wilson, owner of Life Unstill Photography, is an inspiration to many photographers in the NAPCP community. Join Crystal James as she chats with Willy about how she discovered her style and continues to find inspiration for her work through personal projects. Willy talks about challenging herself to step outside her comfort zone as an artist in order to grow.



WILLY WILSON, *Life Unstill Photography*

## OUR LOVELY INTERVIEWER



CRYSTAL JAMES  
*Marketing Director  
at NAPCP*

To view this video, or any of our past interviews, simply log into NAPCP and check out the Video Resources page for the complete discussion.

## PAST VIDEO *Interviews*



ANNE SIMONE



SUMMER MURDOCK



RYA DUNCKLEE





# MARKETING MONDAY

*Live in the NAPCP Facebook Community*

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Join us in the NAPCP Facebook Community every Monday for a LIVE marketing discussion. Topics cover a variety of marketing essentials and allow for a live Q & A in the comments section! Don't forget to check out past videos on the Marketing Mondays page on the NAPCP site!

## HOW A PHOTO CONTEST CAN HELP YOUR BUSINESS

*with lena antaramian*

Join Lena Antaramian of Live Laugh Love Photos as she discusses her tips for running a successful photo contest and how it can help your business.

[watch video](#)

## THE BENEFITS OF LEASING A COMMERCIAL SPACE

*with stephanie neal*

Stephanie Neal talks about the benefits of renting a commercial space for your studio and how it can benefit your business.

[watch video](#)

# #NAPCPINSTAFAVES

The images of these amazing photographers caught our eye in June. Visit them on Instagram and follow along! Tag #NAPCP on Instagram and you may see your work in a future issue of Inspired.



@AMY\_ODOM

@DEANNEMROZPHOTOGRAPHY

@DIVYAWOLF

@ELIZABETHBLANKPHOTOGRAPHY

@GABBYBARWISE.PHOTOS

@SKAI\_VINGILYS

@LINZIERUSSOPHOTO

@LOVEGRAPHER

@HOPEANDSALT



*winning image by Nina Tantzen*

## *Membership Benefits*

Read about NAPCP and see the many benefits of NAPCP membership, on our site. Download freebies and preview member-exclusive videos; get to know the heart of our association!

LEARN MORE

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Please visit [napcp.com](http://napcp.com) or email us at [info@napcp.com](mailto:info@napcp.com) with questions or inquiries.

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# NAPCP

*Issue 66*

