PHOTOGRAPHY AND VIDEOGRAPHY: PART 2

In our last newsletter issue, I wrote about how photography and videography helped grow my lighting design and installation company and how it can benefit your company as well. Photography and videography may be a great asset for your business, but you may be wondering whether it’s worth it to hire a professional, or attempt to do it yourself. Before you decide, there are a few things you may want to consider.

HIRING A PROFESSIONAL

Hiring a professional photographer is the easiest and least time consuming option. However, there is the cost to factor into your decision. To give you an estimate of the cost of hiring a professional, the average rate will often be between $50-$100 per hour and $25-$50 for each edited photo.

If you choose to go with a professional, your first step is to find someone to hire. Fortunately, there are a number of online resources you can use. Check out sites such as:

• FindAPhotographer.com
• Thumbtack.com
• Yelp.com
• CraigsList.com

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It's always important to review a photographer’s portfolio before hiring and get references to ensure they are reliable and easy to work with. It's best if you can find a professional who has worked outdoors and in low-lighting situations, as there's a big difference between taking photos in a studio with artificial lighting and taking photos outside at dusk.

CHOOSING TO DIY

On the other hand, if you choose to go the do-it-yourself route, remember that not only will there be time involved, but money as well. Your iPhone won't cut it. You'll want to purchase a top-notch camera, quality lenses, sturdy tripods, and an exterior light/flash. You’ll also need to factor in the cost of photo editing software which can run up to $250 per year.

If you've never worked with professional-grade camera equipment before, you may want to look into taking a few photography courses from a local college. There, you'll be able to learn the basics of framing a photo, what the different photography terms mean (such as ISO, aperture, and shutter speed), and other important information.

Again, it will take both time and money to go the DIY route, but if you've been interested in photography and want to expand your skill base, it may be worthwhile to invest in outdoor photography equipment and education.

Potential customers are always making remarks about the beautiful pictures and videos that Enlightened Lighting uses for their website and marketing. Since investing in photography and videography, I can attest to the impact it has had in my own lighting design business, and I encourage you to take the leap and see how it helps grow your business!

-Patrick Harders, Co-Owner

Sterling Lighting in the Media

Sterling Lighting’s mission is to help you shine by designing and producing the best landscape lighting fixtures on the market. Recently our products and leadership team had an opportunity to shine in two media pieces.

This April, our fixtures were featured in a “Landscape Architect and Specifier News” magazine article highlighting a historic Virginia property’s landscape lighting makeover. This project was designed and installed by Patrick Harders' Washington, DC-based service and installation company, Enlightened Lighting.

“A Historic Site Receives Some Modern Light,” can be read online at LandscapeOnline.com.

Additionally, Sterling Lighting’s co-founder, Patrick Harders, had the pleasure of being a guest on the "Under Your Roof and in Your Backyard" podcast with hosts Dean Marsico and Derek Stearns of HGTV & DIY Network fame. Their podcast is made with contractors and homeowners in mind, discussing all things home improvement related. In the episode, Patrick discusses how he got his start in outdoor lighting, the different types of lighting effects that are possible with the proper fixtures, and his philosophy on lighting design. They also discuss some of their past TV projects which Patrick illuminated!

You can listen to the complete podcast by downloading “Episode 35: Outdoor Lighting Design” on iTunes, Google Play, or Spotify.
Book Rec: Getting Things Done

As small business owners, our minds are always crowded with a thousand different tasks we have to complete, big ideas on how we can grow our businesses, and mundane thoughts about what we'll have for lunch or what we need to pick up from the grocery store on the way home.

With so much packed into our brains, it can be a struggle to keep up with everything, and even the most important tasks can slip our minds. That's why I am so enthusiastic about David Allen's book, "Getting Things Done." It's changed the way I organize and prioritize my tasks and responsibilities and has helped me become more effective and efficient at work and at home.

In his book, Allen lays out a framework for how to clear your mind of clutter and get more things done. There are five steps in the process: capture, process, organize, review, and engage. The basic premise is that our brains are great at coming up with ideas, but not so great at storing ideas. That's why we forget things so easily—even if they're important.

If you, like me, have ever been overwhelmed by all the tasks and responsibilities you have to complete and find yourself often forgetting things that are important, I recommend you check out this book and give Allen's five-step process a try. I hope it helps you as much as it has helped me!

-Patrick Harders, Co-Owner

Summer BBQ Recipe

Corn Salad

Whether you're looking for a BBQ side dish or a new accompaniment to add to Taco Tuesdays, this flavorful corn salad is the perfect recipe for summer. Serves 6.

INGREDIENTS

- 2 tsp olive oil
- 5 ears fresh corn (or 4 cups frozen corn, thawed)
- 1/3 - 1/2 cup diced red bell pepper
- 1 - 2 jalapeños, minced
- 1/2 medium red onion, finely diced
- 1/2 tsp kosher salt
- 1/4 tsp black pepper
- 3 Tbsp fresh cilantro, minced
- 1 Tbsp lime juice (fresh is best)

DIRECTIONS

1. Heat a 12 inch skillet over medium-high heat. Add olive oil and heat through.
2. Add corn, bell pepper, jalapeño, and onion. Cook, stirring occasionally, about 8 minutes, until lightly golden brown.
3. Season with salt and pepper and stir in cilantro and lime juice. Serve and enjoy!

Recipe from thechunkychef.com
Up Your Social Media Game with These Apps

Are you ready to up your social media game and gain more clients from your online marketing? These apps will help make your Facebook and Instagram posts, stories, and ads all the more attractive to potential customers!

**Boomerang:** Create short looping videos.

**Videoshop:** Combine photos and videos and resize and edit videos.

**Quik:** Apply video templates, text overlays, and music.

**Plotaverse:** Add motion to still images.

**Mojo:** Create Stories from video templates.

**Unfold:** Create Stories with multiple photos.

Want to learn more about these apps and how to use them? Visit www.fb.me/mobilestudio