

# The Ultimate Sports, School, & Headshot Portrait Photography Guide



Expert Advice On How  
You Can Improve Your  
Volume-Photography Business



Photographer Yaneck Wasio

## INTRODUCTION

Volume Photography can be a demanding yet competitive area of photography in which to start a business. Although it can be rewarding for a photographer to be solely responsible for capturing those special “once-in-a-lifetime” moments and creating tangible memories for subjects and their families, volume photography can also provide sustainable business income for a photographer when conducted the right way.

This Guide will dive into several types of volume photography: **Business & Event Headshots**, **School & Senior Portraits**, and **Sports Portrait Photography**, and how you can successfully create an effective workflow that will make your business more efficient within each of these volume photography niches.

## TETHERING TAKES YOUR VOLUME PHOTOGRAPHY BUSINESS TO THE NEXT LEVEL

Volume Photography can demand a great deal of work from a photographer on any given photoshoot. There are several benefits to shooting tethered when working in volume situations that will alleviate some of those demands.



FIND MY CABLE

+



FIND MY SOFTWARE

+



PROTECT MY PORT

+



BUILD MY WORKSTATION

+



POWER MY SHOOT

### Better Quality Captures

Shooting tethered ensures that you capture the images you need for your clients quickly and accurately because you can review your captured images in full resolution on a large display. This allows you to check with more accuracy for detail such as focus, color, composition, and exposure as well as general details about your subject. By doing this, you can avoid trying to review all these details on a small camera LCD screen.

### Better Organization

Meticulous organization is mandatory when you're dealing with volume photography to ensure that images are matched up with the correct subjects. When you have a highly efficient and organized tethered workflow, this can help reduce the number of staff needed in volume photography situations because some of the time-consuming manual tasks associated with non-tethered workflow, such as image transfers and information matching, become automated when tethering.

### File Organization

When tethering with certain software, you can save your files to card and computer disk, which gives you an automatic back up. You can also concurrently back up your images to separate hard drives while you are shooting, which serves as an added safety measure.

Shooting tethered also contributes to a faster workflow by allowing you to set your file-naming convention in advance and organize images by person, team, or session as you capture. This provides a means for you to process your images faster because you can shoot directly into a catalog and start your post-production workflow as soon as your shoot wraps.

### Faster Workflow

You automatically speed up your workflow when you shoot tethered because your images transmit directly to your computer. This bypasses the time-consuming step of transferring images from a memory card to a computer. When you omit uploading from a memory card, you also avoid the potential problem of a corrupted memory card, which can result in the total loss of all images on the card. When shooting tethered, you can save to your card, your computer drive and also concurrently back up your images to separate hard drives - while you are shooting.

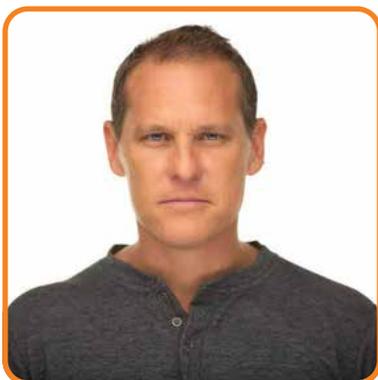
Shooting tethered with Smart Shooter software also contributes to a faster workflow because your images are able to be imported directly into software programs such as, GotPhoto, Flow by PhotoLynx, Darkroom, or Next Generation Photography Solutions for editing before being forwarded to an editing service or to the lab of your choice for printing.

## SPORTS PHOTOGRAPHY

One form of Volume Photography is Sports Portrait Photography. Individual and team sports portraits can be school, district, or club related and usually includes capturing each individual athlete and team.



Photographer Jay Boatwright



### Expert in the Field...

Sports and Action Photographer, **Jay Boatwright** and his wife, Carinna, started **smaX Photography** as an action photography company in 2008. Over the years they have evolved and now specialize in team and individual photography. Whether you need photos of 1 team or a league of 500, smaX provides the highest quality images in the industry.



Photographer Jay Boatwright

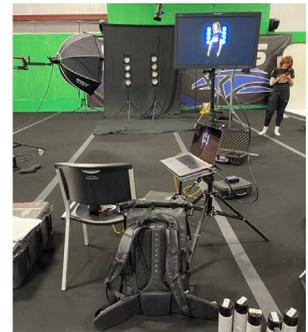
## How Did You Get into Volume Photography?

My wife and I started our company as action sports photography only. After a few very difficult, yet successful, years we started moving to volume sports portraits. We found this niche to be less timeconsuming and more profitable. We grew slowly, got really good at the smax “look”, and the rest is history!

My tethered workstation varies according to each photoshoot that we do. It can be as simple as my camera connected to a MacBook Pro by a right-angle TetherPro Cable and TetherBlock. If I am at a shoot all day, I will also bring along a Tether Tools Aero Table attached to a light stand and the 21.5” Osee field monitor with a set of V-Mount batteries.



Photographer Jay Boatwright



Photographer Jay Boatwright

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*Providing a fun and memorable experience is the best part of shooting tethered for me. Some of my favorite shoots I have had over my entire career have been in the last year while I have been concentrating on tethering whenever possible. Our Instagram account has blown up by documenting some of these shoots, and most importantly, we have been booking more good jobs.*

– Jay Boatwright

## 5 Pieces of Advice from Jay...

- 1 Shoot Mirrorless.** Image stabilization, electronic view finders, superior auto focus, leveling guides, crop lines, useable flip screens are just a view advantages of mirrorless cameras. For volume shooters, they are a must. I believe all brands have cameras and lens that are great for volume work, but currently we are using Canon r6 and r3's.
- 2 Crowd Control.** Nothing can throw you off your game more than having a crowd of people all around you when you are trying to concentrate on your subject. Not to mention having your shoot looking like an unorganized mess! Keeping the crowd back using crowd control tools from Group Photography Solutions. We also love our custom barricade tape (2 mil, 3") from Highland Converting Company.
- 3 Location, Location, Location!** One of the things I love about this job is getting to travel to different locations. This also is one of the biggest challenges being a photographer that does not do compositing work for sports portraits. You will have to make decisions based on the sun and the desired background, but that is not all. You must foresee things that might appear in your background throughout the day. Often, we are the first to arrive at the location and everything looks great, then comes a team that has practice on the other side of the field, parents park in the grass right behind the fence, the afternoon wind will be gusting at 30 mph SW starting at 12 p.m. etc...
- 4 Sell Online.** During the pandemic we decided to throw out the order forms. Now we sell everything online and we have never been more profitable. To be successful you must take great photos and most importantly, have great communication with your customers before, during, and after the shoot. We use the Photoday platform for selling online.
- 5 Concentrate on Posing.** A good pose with mediocre lighting will still sell. Good lighting with bad posing will not! Pose charts are great to vary things up for you customers. However, being really good at 2 poses is often better than offering 8+ poses and missing details. When choosing your poses, you have to consider how long will this pose take, will it look good for a 5-year-old and a 15-year-old, and can the subject hold that pose for 10 seconds while being photographed.

## What Gear Jay Recommends for Sports Volume Photography...

**Camera:** Canon r3

**Lighting:** Godox ad1200, ad600, ad400, ad200, ad100

**Power:** 2 batteries per strobe, 2 batteries for camera

**Transmitter:** Flashpoint R2 Pro Mark II

**Modifiers:** 48" Octobox, 36" Octobox, 1x3 Strip boxes.

**Light Stands:** Manfrotto 1004bac, Matthews, and Kupo

**Boom Arms:** Kupo and Matthews

**Scrims:** Matthews 40x40

**Crowd Control:** GPS Stanchions and 2 mil 3" barricade tape

**Risers:** GPS 6' Benches and 3 step risers for large clubs and teams

**Tethering:** TetherPro Right Angle Cable, TetherBlock, Tether Table Aero, MacBook Pro

## SCHOOL & SENIOR PORTRAITS

Volume school photography consists of annual school photos as well as high school senior portraits. It can include photography for special events such as prom and other school events.



With school photography, student information such as the classroom, teacher, grade, and student ID of each student is provided to the photographer prior to the shoot. The photographer uploads this information into volume-workflow software such as Flow by PhotoLynx, GotPhoto or PhotoDay generates a barcode or QR code sheet as an identifier for each student that is associated with the student's ID, and sends the sheets to each student's teacher, who then hands them out to the students.

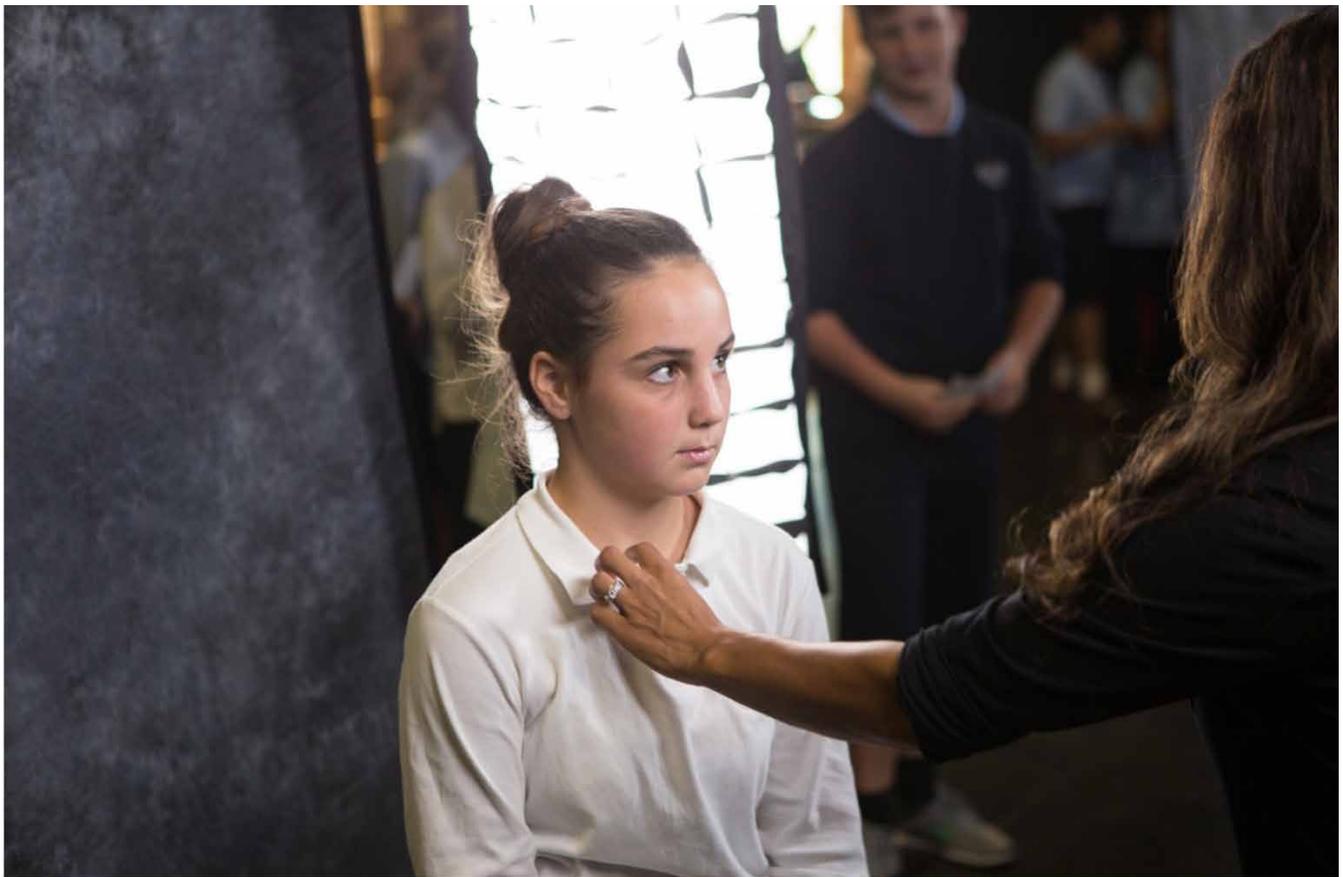
Because of FERPA privacy laws, instead of providing their name or other identifier details, the student will then bring the barcode or QR code sheet to be photographed or scanned during their photo session.

This is where tethered shooting can be invaluable, because when the photographer shoots that barcode or QR code using Smart Shooter to capture the software reads the code through the lens or through a barcode scanner, and any image files shot thereafter are automatically appended with the student's data until another code is scanned. Smart Shooter can be set up to export images to a watch folder or via an integration, such as Flow by PhotoLynx or GotPhoto. The barcode and QR code data is then matched up automatically to the student's previously imported information.



## Expert in the Field...

Volume School and Sports Photographer, **Matthew Kemmetmueller**, is the owner and lead photographer at **Kemmetmueller Photography Inc.**, one of the largest and fastest growing volume studios in the Midwest since 1972. He has achieved continued success where other high-volume photography businesses have faltered, through his creative, organized, workflow and smart business ideas.



*Photographer Matthew Kemmetmueller*



Photographer Matthew Kemmetmueller

One of the challenges Kemmetmuller faced was determining how to create consistent images for every child and repeat it year after year. They were determined to cut down the setup time, reduce the friction and sell more image efficiently.

“One of the biggest things we did: We call them magic carpets. Part of our process when we go in to set up at a school shoot or sports shoot—whatever it is—is that we have printed vinyl banners like what sports teams have hanging on the wall,” Kemmetmueller said.

“What we’ve actually done is that we have our lighting setup mapped out on that. We measure everything, and we tape it down. It shows the light that we use, the modifier that we use, and the power that it’s at. It also shows where your camera goes, how high your light should be, and where the background goes. This is so that when we show up to set up ... setup time [is] crazy quick because even if you’ve never worked for us, you can just follow the road map. Then, every year, it’s the same.”

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*“Some of the things that we do that are a little bit different are that...we offer a ‘view first’ option where we take 3-7 photos of each kid,” Kemmetmueller says, “All of those photos get emailed in a password-protected gallery to the parents, where they can view and pick the images that they want. Where it’s been an industry changer for us is that we now offer multiple poses that we’re selling to parents, and so our purchase value per order have gone up like crazy because parents are able to buy more stuff.”*

– Matthew Kemmetmueller

## HEADSHOTS

All types of events can represent a great book of business for **Volume Photographers**. Examples include *military and charity galas, graduation celebrations, seasonal and holiday portraits, corporate clients' annual conference or annual report shoots*. **Headshot Photography** at trade shows can also be an effective source of revenue. It involves getting hired by a particular company that has a booth at the show and providing headshots to anyone who visits the booth. Headshot photography for a business can also be an effective source of revenue.



Photographer Yaneck Wasio



### Expert in the Field...

Volume Photographer, **Yaneck Wasio**, is a wedding and portrait/headshot photographer based in Orange County, CA and photographing nationwide. Photographing over 6,000 people every year, Yaneck is honored to receive Master of Photography from PPA and is proud to be Peter Hurley's Headshot Crew Associate.



Photographer Yaneck Wasio

### How Did You Get into Volume Photography?

When I moved to California from Chicago, I needed to focus on a type of photography that was relatively easier to get bookings and would pay right away. Headshots allowed me to have people in front of my cameras right away and allowed us to do it every day. Also, as opposed to wedding photography there was no lead time to receive payments.

As I photographed individual headshots, our studio was based across the street from the San Diego Convention Center. One day I decided to go to the Convention Center and talk to the right people about potentially doing headshots at one of the conferences. That's how it started. Then afterwards, there was a lot of tedious work, calls, emails, SEO, and networking to build a network of potential clients.



Photographer Yaneck Wasio

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*Tethering is the only way to do high volume headshots and deliver top experiences to our clients by reviewing their headshots instantly.*

– Yaneck Wasio

## 5 Pieces of Advice from Yaneck...

- 1 Simplify lighting.** High volume headshot lighting must be either forgiving or easily adjustable. Usually, forgivable light is less attractive to us, so we focus on lighting simplicity.
- 2 Invest into reliable gear.** When photographing high volume headshots, you cannot afford any piece of gear to misbehave. Key issues can be flash misfires, unreliable tethering cables, older/slower computers, and slow USB ports
- 3 Select set ups and gear that packs properly into rolling cases.** Most high-volume headshots are on location and being efficient with your gear goes a long way. (Bonus Tip: Having a Mobile Workstation that doesn't take up much space is key, especially when you never know how much space you will have to work with!)
- 4 Practice set up before the actual event.** You should target to set up everything within 60-90 minutes.
- 5 Always have gear backups especially for the most critical items** - camera, lens, tether cable, trigger, key lights, batteries, chargers.

### What Gear Yaneck Recommends for Volume Headshot Photographers

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Our camera is on a tripod and connected to my laptop using a Tether Tools TetherPro Cable. Our laptop sits on a Tether Table Aero on top of a light stand. We run Capture One on our laptop to process the RAW files and export them to a hot folder that our kiosks app monitors and distributes to the kiosks. For smaller volume engagement we use Capture One Live to display photos on our kiosks.

#### Yaneck's Full Gear List:

**Camera:** Canon R6

**Lens:** Canon RF 85mm f1.2L

**Tethering:** Tether Tools' TetherPro Cables

**Lighting:** Westcott trigger and flashes, Westcott rapid box soft boxes, Westcott eye lighter 2, Westcott X-drop pro

**iPads:** with Tether Tools AeroTab iPad Holder

**Organization:** Tenba bags and rolling cases

**Color:** Calibrite Color Checker

**Computer:** Apple MacBook Pro

**Cable Management:** Tether Tools' TetherBlock

**Work Station:** Tether Tools Pro Tethering Kit

## TOOLS TO GET STARTED

There are many ways you can set yourself up to conduct a volume photography shoot; however, if you demand a professional, consistent, and efficient workflow to take your volume photography business to the next level, below are some flexible options to help get you started.

### The High-Volume Tethering Kit

A popular choice among volume professionals, the High Volume Tethering Kit provides a stable and secure stationary workstation for your laptop with an adjustable vertical bar for your camera, which allows you to continually adjust the camera to the height of your subject without disturbing your workstation. The kit includes:

Tether Table Aero

Rock Solid Tripod Roller (optional)

TetherArca Cable Spacer for L-Brackets

Aero Pro Pad

Aero Secure Strap

Aero Clip On Hooks (3 Pack)

Tether Pro USB Cable

Rock Solid 4-Head Tripod Cross Bar

Rock Solid 2-Head Cross Bar Side Arm

Smart Shooter Tethering Software

ONsite USB-C Battery Pack

ONsite Relay C Camera Power System

Relay Camera Coupler



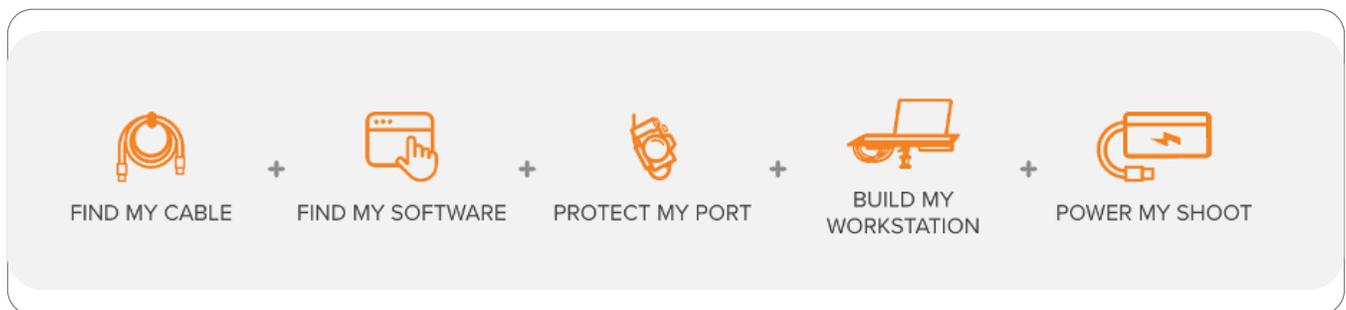
## Power Management

Volume photography scenarios, such as school photography, can mean a long day of shooting with little time to stop and change camera batteries. This is when a system such as the **ONsite Relay C Camera Power System Bundle** comes in handy because they provide a means for you to power your camera through an external battery or AC wall power.



## Software

When searching for tethering software for volume photography, Smart Shooter is a great option. It includes a TTL Code Reader feature which applies barcode or QR code data as the image is being taken. Just capture, and the data will be applied immediately to the photo file and each file after, until a new barcode is photographed.



## Resources for Volume Photographers:

### Facebook Groups:

- Team and Volume Photographers
- Volume T&I Sports Composites
- Volume Photography - Modern & Classic
- T&I Sports Photography
- Sports Graphics & Youth Sports Photography

### Podcast:

- The Beard and the Boat

### Smart Shooter Free Trial:



## Connect with the Pros

### Yaneck Wasio

**Website:** wasiofaces.com

**Instagram:** @wasio

**Facebook:** WASIO Faces

### Matthew Kemmetmueller

**Website:** k-photography.com

### Jay Boatwright

**Website:** smaxart.com

**Instagram:** @smax\_photography

**Facebook:** smaXart Photography

## Featured Partners...



Next Generation Photography Solutions, Flow by PhotoLynx, DarkRoom,  
GotPhoto, Westcott Lighting, Canon, 3rd Creative, PPA, Pixnub, CaptureOne,  
Highland Converting Company, Photoday.

**Need help building your high-volume kit?**

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