

Five Myths, Mistakes, & Misconceptions about Having a Family Portrait Created:

The Stuff 99% of All People in the World Don't Know



There's No Way To GUARANTEE I Will Love My Family Portraits.

WRONG! Depending on who creates your family portrait, that is. Just suppose you had a family portrait created and your son or daughter didn't look natural in it. The photograph was "ok," but it didn't turn out spectacular. Should you have to pay for it? ABSOLUTELY NOT! I believe strongly that no one should ever have to pay for a photograph that isn't PERFECT. That's why I am the only photographer in Lawrence to offer the following guarantee: **CHECK THIS OUT - A Guarantee Unlike Any You've Ever Heard:**

If Your Family Doesn't Look The Happiest & Best They've Ever Looked Together In These Photographs - If You Don't Cry (tears of joy) When You Look At Them - You Don't Pay Me For Them.

That's my guarantee and personal promise to you. As far as I know, there's no other photographer around that will make you this super guarantee. These photographs will be completely meaningless to you unless they convey the real emotions and relationships between you and your loved ones. That's the only real reason to have a family portrait created.

So, if FOR ANY REASON you feel that the photographs I create for you are anything less than perfect - if you don't actually cry when I show them to you for the first time, you don't pay me for them. It's that simple.

Obviously, I'm totally confident that the portraits I create of you and your family will be well beyond anything you imagine. I believe completely that these photographs will become your most prized possessions - that, if your house were on fire, you would grab them on the way out of your burning home. This is not arrogance. I can't stand arrogance. No, this is a complete belief in my abilities to capture natural, real emotions and family relationships on film unlike anyone else. That's what I've devoted my life to, and that's why I can't wait to photograph your family for you.

So, To Restate, Here's My Fantastic DOUBLE GUARANTEE:

If you are not THRILLED with your photographs - if you are dissatisfied for ANY reason at all, I will do two things for you:

1. At NO CHARGE, I will photograph your family again, and make sure that anything that wasn't perfect is fixed, without you paying another cent.
2. If I am absolutely unable to thrill you - if I'm unable to create a photograph that you feel you will cherish forever, I will refund EVERY PENNY you invested in them. You don't pay for your photographs unless you love them beyond expression!

If I don't end up being your photographer, make ABSOLUTELY SURE your photographer offers this strong of a guarantee. If they are good, they should back up their work by taking all the risk off of you.



"Mr. Mace knew exactly what we (family of 17 and five groups) wanted and now each of our homes has lovely family pictures portraying this time in our lives. I'm sure each picture will become an heirloom for each family."

-Verna Stanwix, Lawrence, Kansas



All Family Portraits Are Created Equal

INCORRECT. Nothing could be further from the truth. If you're at all like most people, you've probably had this question going through your mind: "How do I choose the right photographer?" In fact, you may even have thought of someone in your family - an uncle, a grandparent, even a friend - who is a bit of an amateur photographer. Why not just have that person create the photograph of your family?

Question: "Just Suppose Someone Were To Create The Perfect Family Portrait - One Where You And Your Loved Ones Looked Better Than Ever, Happier Than Ever - A Portrait That Meant The World To You - What Would That Be Worth?"

No price tag can be put on your family's memories. They are and always will be priceless. So, why would you ever want to gamble with those memories? It's just a question of whether you believe a portrait of your family could really mean that much to you.

If you were sick, and had to go to a doctor, would you want the "cheapest" doctor, or the best one? Well, there's really no question. It's the same thing with your family's memories. You can certainly find a cheaper photographer in town. But there are other things to consider than just price...The Photographer You Choose Should Care About YOUR FAMILY AND YOUR MEMORIES, Not Just About "Making A Buck" Off You.

I pride myself on becoming a family friend of every family I photograph. In fact, previous clients often stop me on the street to chat. You see, I didn't get into photography to get rich. Believe me, there are better (and easier) ways to make a fast buck.

But I CHOSE to become a professional family photographer. Why did I make that career choice? Because I finally realized that all the money in the world meant nothing to me if I didn't feel like I was making a difference. I Realized That Memories Were Priceless - That There Was No More Noble Or Wonderful Profession Than To Become A "Memory Giver."

I didn't become a photographer because I liked to take pictures. Don't get me wrong, I do like the "art" of photography, but that's NOT the reason I first picked up a camera. As a child, my mother and father didn't have many photographs taken.

My entire time growing up, I can't remember a single photograph being taken of the three of us together. But, early in my career, I created a portrait of my dad and daughter together. I cherish that photograph - it means the world to me.

As I grew up, and my father became ill, I cherished the memory of the moment that photograph was created even more. Now that my mother and father have both passed away, that photograph is priceless. I can't even imagine what it would be like not to have that photograph.

I only wish I had a photograph of all three of us together. That would be one of the most priceless things I own.



"We've never had a picture taken of our entire family. Monte suggested we take the picture in our own home, where we'd all be comfortable. He also suggested wearing clothing that put us at ease. We ended up wearing our jeans--and no shoes!

Sitting for the pictures was about as painless as it gets with little ones. Monte knew the boys couldn't sit still for long so there wasn't a lot of posing and excruciating waiting. We were so happy to do business with someone who understood that what we most wanted was a portrait that represented us--relaxed and at our best, not stiff or anxious.

We really enjoyed the whole process and the proof is in my smile. Honestly, I hate having my picture taken, but these were so good."

Bethanne Scholl, Kansas City, Kansas

Time is the one thing that none of us have enough of. It's the one thing that money can't buy. It's the one thing that we all would give just about anything for. Through photography, we can hold on to the moments in our lives that we wish could last forever. And, if it's done correctly, these same photographs can become almost like works of art that we display in our homes for everyone to see and share.

Don't Make The Decision As To Who Will Photograph Your Family Until You Chat With Me. There Are Things You'll Want To Ask The Photographers...

There's no cost, and no obligation to just chat with me, and it will make the whole difference as to how great your portraits will look. [Simply CLICK HERE to find out how to contact me by phone](#), just to chat. Don't worry. I'm not going to try to "sell you" on working with me. I'm already very busy, and I don't need to pressure anyone to work with me as a photographer. I'll just talk to you about your portraits, and help you discover what your photographs could be like.

If you decide to have me create your portraits - great. If not, no problem.



Family Portraits Have To Be Created In A Professional Studio - And They Have To Look Boring

If you're like most people, when you think of a PROFESSIONAL family portrait, you think of all of you gathered in front of a "painted background" in a photography studio, posed unnaturally, and all saying "cheese" as the photographer snaps the picture. Now, is that something any family will cherish for a lifetime? I think not. Yes, it may capture the whole family together, but it will never capture your family relationships - your family's love.

Picture instead: All of you gathered in your favorite room in your home. Or outside on the new deck you just had built. Or in your backyard by the pine trees that give your yard so much character. All of you are dressed in clothes the photographer helped you chose - clothing that conveys your individual personalities, but still looks great together.

Well, that's what makes all the difference, and that's what I will do for you. And This is SO Important: All Of You Feel Totally Comfortable In Front Of The Camera!

Do you know ANYONE who feels totally comfortable in front of a camera? I'll bet you don't. I don't. Nearly everyone I've ever met tells me the same thing: "I never look natural in pictures." The last thing you want is a photograph where you or your family members have that fake "posed" look on your face.

That's why it's so important that you feel very natural and comfortable with your photographer. Just think of how great your family would look if your best friend was creating the photograph. They would all look so happy and natural! I take pride in developing very close relationships with all my clients, and their entire family.

Plus, I understand the "psychology" of photography. Learning the technical aspects - what lenses to use, what lighting looks best, how clothing adds and subtracts weight on film - all of those things were only the tip of the iceberg. Without being able to make each and every one of your family members look and feel comfortable (and natural) on film, all those technical things would amount to nothing.

"I wanted some photos of me and my children. I wasn't sure what I really wanted. I knew what I didn't want that was another Pooh Bear background and stiff pictures. You took my ideas and listened and together we planned exactly what I wanted. Taking pictures outside was so relaxing.

It was fun and spontaneous and my children had a great time. I have unique photos that will never look store bought. I received tons of compliments. What I like most is that you captured who we are everyday. How we really look and priceless smiles and a bandaid."

Susan Westrich, Kansas City, Kansas

You'll NEVER hear me utter the words "say cheese."

That's a surefire way of getting expressions that look totally fake and unnatural. No - a great photographer knows that, in order to get a great expression from a subject, you need to get to know that subject a bit - to know what will make them smile naturally. That's what I do, and I love it! I will get to know your whole family so well, and they will feel so comfortable with me, that their expressions will be perfect every time.



There's No One To Help Me Make Choices About Clothing, Hair, Makeup, Location, etc...

Normally you would be right thinking that. However, I pride myself in being different. I'm going to help you with all of those things, WHETHER I'M YOUR PHOTOGRAPHER OR NOT!

My Years Of Experience Photographing Families - Yours FREE - Without Any Obligation.

Okay, by now you are probably considering having a family portrait created. You may even be considering choosing me as your photographer - but I don't want you to make that decision just yet.

No matter who creates your photographs for you, you will need to make some decisions. What clothing should your family wear? Where should this photograph be created? How heavy should the makeup be on the ladies in the photograph? There are a number of things to think about, and I will walk you through all of them personally.

WHAT SHOULD YOU DO RIGHT THIS SECOND? (and why?) Pick up the phone, and call my studio. [CLICK HERE for the number](#). Even if it's after business hours, still call right now. I've got an answering machine that is just waiting to cheerfully take your message, and I'll personally call you back so we can chat. Just let me know when is a good time to call you back. Don't worry, I'm not going to try to "pressure" you at all into working with me. Plus, there's no cost at all for us just to chat.

When you call, we'll chat briefly about the things you need to know. I'll tell you a bit about me. I'll answer all your questions about how to prepare for a family portrait. It won't be a long call, but it will be one of the most important calls you make.



There's No Rush To Have A Family Portrait Created Right Now

You know how things are. If you don't pick up the phone right now, and at least call me to chat about your family portrait, you will probably get swamped with other things, and forget all about it. Then, before you know it, a year - two years - five years have gone by. How different will your family be then?

You see, time is ticking.... and it's never going to stop. First, Your Child Takes His or Her First Step. Next, Learns To Ride A Bike. Later, Gets A Driver's License. Graduates From High School. Gets Married. Starts A Family Of His or Her Own.

**These are precious times, and although things will change,
this moment never has to slip from your fingers.**

Don't put this off. You know how life is. We put things off, and before we know it, everything has changed. If your life is half as crazy as mine is, year after year you find yourself frustrated at the things you wanted to do, and never got done. A family portrait is something you deserve.

Save 50% By Acting Right Now!

Just suppose you call my studio and chat with me. Just suppose you decide you would like me to be your photographer. As long as you are one of the first 49 PEOPLE to call me (for your FREE chat), I will send you a 50% OFF certificate in the mail that will allow you to deduct 50% off the creation of your family portrait!

What does that mean? All you do is call me to chat. I'll answer all your questions about family photography. I'll send you your 50% off certificate. If you decide to have your family portrait created by me, you may use this certificate to save 50% off the creation of your images! It's that simple!

"A Family Story - How A Woman's Love For Her Family Caused Her To Save One Family Memento As She Ran From Her Burning Home..." [Read this TRUE story](#) - it still brings a tear to my eye, and it truly shows how much your portraits could mean to you...

Life is so terribly short. But, at the same time, life is such a wonderful gift. And the memories we keep of these moments with our family will last forever.

Why Your Family Portrait Will Become More Valuable To You Than Anything Else In Your Home:

Do you have a photograph of your family that, if you were running from your burning home, would be the one thing you save (other than your family members, of course) on the way out? Now, I'm not talking about a "snapshot" that was taken during a family outing on the Fourth Of July. I'm talking about a wonderful photograph, created by a professional photographer that not only captures your family's true bonds and relationships, but also does so in a way that you'd be proud to display openly in your home for the rest of your life.

It's Not Too Late. This Moment, Right Now, Can Be Held Onto For The Rest Of Your Life – For You To Share With Family And Friends.

Remember, call me just to chat, and if you're one of the first 49 people to do so, I will send you a CERTIFICATE FOR 50% OFF the creation of your family portraits! There's no cost, and no obligation for this chat. Your family portraits shouldn't be trusted to any photographer who doesn't realize what a responsibility it is to make sure these portraits are perfect. These are your memories - don't trust them to just anyone. You've nothing to lose, and so many great memories to gain. [Call my studio now](#) - no cost, no obligation.

STILL NOT READY TO CALL? That's okay. I can still give you some more secrets FOR FREE in the mail. If you'd like more information about family photography rushed to your mailbox, [simply e-mail me to have more secrets rushed to you](#).

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