



SHELLEY

PAULSON

Wrangle Your Media



Introduction

Equestrian Advertising, Editorial,
and Stock Photographer

18+ Years in Business





Commercial Clients Include...





Editorial Clients Include...

horse
ILLUSTRATED

the **HORSE**

Young **Rider**

JOURNAL
YOUR COMPLETE SOURCE FOR AMERICAN QUARTER HORSE COMPETITION


US
EQUESTRIAN

WESTERN HORSEMAN



I'm not bossy, I'm aggressively helpful.



“Efficiency is intelligent laziness.”

David Dunham



Batching is key to efficiency and productivity.





Consistency will save you time, money, and errors!



Software in my Workflow



Photo Mechanic



Lightroom Classic



Photoshop



Chronosync



Backblaze



Photo Mechanic



- ⦿ *Better than Lightroom for managing media*
- ⦿ *Browser, not catalog*
- ⦿ *More flexible, you can move files*
- ⦿ *Faster*
- ⦿ *I use for Culling, Browsing, Resizing, Searching, Renaming and Watermarking*



Lightroom



- *Robust for Editing*
- *I use mainly for color correction, cropping, dodging and burning*
- *Faster than Photoshop or Adobe Camera RAW*
- *One catalog*



Photoshop



- ⦿ *Best for complex retouching*
- ⦿ *Skin smoothing*
- ⦿ *Object Removal*
- ⦿ *Body Shaping*
- ⦿ *Sky replacements*



Photography Workflow

Download 


Back Up  


Cull 

Import (initial keywording) 

Edit 

Export to JPEG 

Retouch (if needed) 

Keywording 



My Hard Drive Setup



RAW Editing Drive
(RAW Files to be Edited)



JPEG Drive
(Edited JPEG Storage)



Photo Backup
(RAW Storage)



Folder Structure

*Type of Shoot > Year >
Image Folders*

*Current year image folders go in the
main type of shoot folder until the
end of the year.*





Folder Naming

RAW Folder

MMDDYY ClientName

- ▶ 081720 Christina Chen
- ▶ 081820 Hallelujah Horses
- ▶ 082020 Ames Percherons Summer
- ▶ 082020 Navina Harris
- ▶ 082120 Eye Candy
- ▶ 082820 Kylie Anderson
- ▶ 082920 Erin Kodesh
- ▶ 090120 Mary Stille
- ▶ 090320 Tara Thatcher EOC
- ▶ 090920 Angel Reins
- ▶ 091020 Chloe Hatzenbeller EOC
- ▶ 091520 Allyson Cadwell
- ▶ 091520 Studio Sessions
- ▶ 091620 Kiara & Shiloh
- ▶ 091820 Katie Friehl
- ▶ 091920 Filek Horses
- ▶ 092220 Nicole Stundzia
- ▶ 092420 Mia Tamez

JPEG Folder

MM.DD.YY ClientName

















- ▶ 02.21.20 Claire Barczak
- ▶ 02.27.20 Lexey Kids
- ▶ 03.01.20 EPR
- ▶ 05.21.20 Anya Spring
- ▶ 06.18.20 Mariah Hess
- ▶ 06.26.20 Becky Seizert
- ▶ 07.31.20 Mary Fischer Mini
- ▶ 08.04.20 Ingrid Henry
- ▶ 08.28.20 Kylie Anderson
- ▶ 08.29.20 Erin Kodesh
- ▶ 09.01.20 Mary Stille
- ▶ 09.14.20 Allyson Cadwell
- ▶ 09.15.20 Copeland Studio Sessions
- ▶ 09.18.20 Friehl
- ▶ 09.22.20 Nicole Stundzia
- ▶ 10.02.20 Graunke
- ▶ 10.04.20 Caroline Simermeyer
- ▶ 10.07.20 Shannon Marti



File Naming Formulas

JPEG File

###_clientname_YYYY.jpg

-  001_friehl_2020.jpg
-  002_friehl_2020.jpg
-  003_friehl_2020.jpg
-  004_friehl_2020.jpg
-  005_friehl_2020.jpg
-  006_friehl_2020.jpg
-  007_friehl_2020.jpg
-  008_friehl_2020.jpg
-  009_friehl_2020.jpg
-  010_friehl_2020.jpg
-  011_friehl_2020.jpg
-  012_friehl_2020.jpg
-  013_friehl_2020.jpg
-  014_friehl_2020.jpg
-  015_friehl_2020.jpg
-  016_friehl_2020.jpg



Keywording

- *Lightroom is the best tool*
- *Stores keywords*
- *Can be done when importing/editing or after*
- *Can keyword multiple images at once (shift click, drag to keyword or paint can)*
- *Demo*



Searching

- *Photo Mechanic for image searches*
- *Demo*



Backing Up Your Files





Back Up Strategy

- *Back RAW files up to RAW Backup drive daily using Chronosync*
- *JPEGs are backed up automatically via Backblaze*
- *2 Hard Drives for RAW files rotated weekly*



Q&A



Mentorships



WINGS

LEARN EQUESTRIAN PHOTOGRAPHY

*3-month photography & editing
mentorship with group coaching*



PEGASUS

EQUESTRIAN PHOTOGRAPHY MENTORSHIP

*6-month business & advanced
skills mentorship with 5-day retreat*



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