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In Focus

by Beth Carter Photography

"A Note from Beth...."

I hope this note finds you enjoying the new year so far. I have decided to send out this newsletter as an update about all the new and exciting things going on with me, my family, and Beth Carter Photography.

For those of you that don't know me, let me introduce myself. My name is Beth Carter and I live in Lakeland, FL. I am married and have a 11 month old baby girl named Sydney. In 2003 I began Beth Carter Photography as a part time business while maintaining a full time job. Then in March of 2006, Sydney was born. Babies bring so much change in so many ways! I was able to resign from my accounting job in April of 2006 to be a full time mom. So now I take care of my baby during the day and use every spare moment I can to work with clients and build my photography business. It is such a joy to spend all my time focusing on two of my greatest loves, Sydney and photography.

I have a lot of new products and ideas that I am so excited about this year. The first is this newsletter, which I plan to send out once or twice a year with updates, reminders, special promotions, and other useful information. So take a look around and feel free to contact me with any questions or feedback. I wish you all the best in 2007. I am excited about what this year will bring. May God bless you and your families.

- Beth



Providing lasting memories that you can treasure for a lifetime.

News

New Pricing Menu Starting April 1st – To take advantage of current prices, be sure to book your session soon. Also, new prices will apply to any 2006 reorders received after this date.

Now Available: Beach Portraits – Call today to schedule your next family portraits on the beautiful Gulf Coast of Florida. \$200 session fee covers photographer's travel time, gas, and 1 hour portrait session.



Coming Soon: New Ways to Preserve Your Images.

- **Coffee Table Albums** custom designed using images from your family's portrait session
- **Personalized Video Slideshow** of all your session images set to music (available on DVD or VHS)

Portrait Sessions in Pensacola – If you're interested in scheduling a session, please contact me for my next

trip dates to Pensacola, FL. Appointment times are limited, so be sure to book your appointment in advance.

What's New for You – A lot has changed since the "early" days of Beth Carter Photography. I now have a professional studio in my home with 5 high quality muslin backdrops for you to choose from. My collection of props (mostly for children) has grown to include bows, flowers, child size rocking chairs, and an adorable child's wicker bench. If you prefer outdoor portraits, the Hollis Gardens/Lake Mirror area of downtown Lakeland is still a client favorite. Fortunately we live in a beautiful city, so the possibilities are endless. If you know of any pretty locations – I'd love to hear from you! No matter what your style or preference, I have strived to equip myself to better serve your needs and desires for a quality experience and product.



New Products and Services

Mini Bits – The perfect companion to the popular Baby Bits collage. A convenient 8x10 size great for grandparent's gifts and scrapbooks.



Memory Board – This unique 5x30 collage is pressed and mounted on a beveled edged wood board and is ready to hang on your wall. Perfect for odd wall spaces in your home.

Birth Announcements – Custom designed for your new arrival. Envelopes included.

Linen Cards – Designer linen folded cards with your portrait on the front and a customizable message inside. These make great thank you notes, announcements, or holiday cards. Matching linen envelopes included.



The Little Miracles Collection – Bringing a new child into your world is truly a miracle. We are very excited to offer this new program to help capture your miracle through their first year of life. The collection includes the following:

- 4 portrait sessions including your choice of Maternity, Newborn, 3 months, 6 months and 1 year
 - Custom designed Coffee Table album including 5 images from each session (completed at the end of your child's final portrait session)
 - 10% discount on print orders for each session
 - \$25 off the popular Baby Bits collage
- Total Cost - \$350 (a \$600 value)



Expressions – A fun table-top display of four personality shots of your child. Comes with a 5 inch wooden easel.



Specials

Free 8X10!

Refer a new client to Beth Carter Photography and you will receive a free 8x10 portrait print at your next session. Just be sure they mention your name at their appointment!

Proof Websites only \$10!

Don't have time for a viewing session? Want to share your images with long distance friends and family? Why not get your own proof website? They are only \$10 and are

protected with your own user name and password.

2007 Special!

10% discount for all returning clients. (Good for one session only).

Branching Out

Early 2006 brought a fun challenge for me. I was asked by a local music school to provide all of the wall décor for their building and classrooms. So I used a few of their students as models and collected several instru-

ments and red roses and got to work. Check out our website to see samples of what we came up with. They look especially beautiful as large, framed wall prints. Being a musician myself, I thoroughly enjoyed this project.

Visit us on the Web

Be sure to check out www.bethcarterphotography.com for many new images from a busy 2006.

