



# We've Made Career Independence Possible for Photography Enthusiasts



Do you love taking beautiful pictures and dream of becoming a professional photographer?

Are you a professional photographer who has had to forego your passion to pay the bills?

You're not alone. Many enthusiasts have discovered that making a living as a professional photographer can be very challenging. That's one of the main reasons Spoiled Rotten Photography was created! We developed a way for people who love photography – hobbyists and professionals alike – to achieve career and financial independence doing what they love. If you financially qualify and are motivated to succeed, we've got a terrific opportunity for you. And if you've never taken photographs professionally, we'll teach you how to make that a reality.

“Leaving the strict corporate structure was a much-needed change.”

– FRANCHISE OWNER  
JOEY FOTHERINGHAM

And now is a great time to take the leap. According the U.S. Bureau of Labor Statistics, the job outlook for photographers is projected to grow by 17% between now and 2030, which is much faster than the overall average for occupations as a whole.

Spoiled Rotten Photography has helped many hard-working people make a fulfilling career for themselves in portrait photography. And we've been creating exceptional portraits of children since 2003. We're a female-and veteran-owned business that is dedicated to capturing the unique beauty of each child with an authentic portrait that parents will treasure for a lifetime.



## Find Fulfillment in Your Day Job

Childhood is a fleeting time, and so often we don't appreciate the magic until it has passed. Each phase of a child's development represents a unique time in our lives that could easily be lost. Our founder, Melissa Tash, knew this when she opened the very first Spoiled Rotten Photography studio in Huntsville, Alabama in 2003, and today we continue to emphasize the creation of high-end, quality portraits our #1 priority.

Our franchise owners get to experience firsthand the satisfaction that comes with providing beautiful, classic portraits that can grace people's walls for generations, and it's no coincidence that many of them came to us after having accumulated years of school portraits they simply would never frame.

In fact, opening a Spoiled Rotten Photography franchise can be an ideal business for busy parents who are raising little ones right now. Our franchise owners enjoy a flexible schedule, allowing them to pick up their children from school and have nights, weekends, and summers free to spend with their families.

“Capturing the giggles on camera  
...that's the good stuff.”

— FRANCHISE OWNER HEATHER SAMS

Whether you have children or not, you probably have memories of your own school pictures. Remember those cookie-cutter pictures with the same blue background, year after year? With Spoiled Rotten Photography, you'll find a special satisfaction in bucking that time-old tradition by providing adorable, timeless portraits that reflect each particular child's authentic spirit. This is why wherever a new Spoiled Rotten Photography franchise opens, it almost inevitably becomes the preschool community's go-to source for amazing portraiture.

At Spoiled Rotten Photography, our franchise owners not only find reward in creating true art for appreciative people; each one finds a way to use their talent and resources to generously give back to their community. Our owners know what it means to be part of something bigger than just another business. They're doing what so many of us hope to do someday — making a living that is sustainable, fun, and fulfilling too. Wouldn't you like to do the same?



## The Demand for High-Quality Portraits

If you are hard-working, motivated to succeed, love photography, enjoy working with children, and value doing good in your community, joining the Spoiled Rotten Photography family as a franchise owner is a smart choice.



### CONSIDER THE FOLLOWING STATISTICS:

Each year, a majority of some **48 MILLION** children will have their portrait taken in the fall

The school portrait industry is valued at **\$1.6 BN ANNUALLY**

As a whole, photographic services worldwide are expected to grow from almost **\$33 BN IN 2020** to more than **\$36 BN IN 2021**

There were **10,577 PORTRAIT STUDIO ESTABLISHMENTS** in operation in 2016, employing 51,925 people, according to figures released by the U.S. Census Bureau in 2018

These numbers reflect a growing demand for high-quality portraits, as more and more children are returning to school after the pandemic. Volume photography is a recession-resistant industry that is always in demand.

Preschoolers change. A lot. That's why most of our partner schools invite us back two or more times each year. It's not uncommon for us to photograph a child on an indoor studio set in the fall, an outdoor setting in the spring, and again in a graduation gown at the end of the school year.



## How the Spoiled Rotten Photography Brand Can Benefit Your Business

### EXCEPTIONAL QUALITY

Spoiled Rotten Photography enjoys a reputation for treating each and every portrait session with utmost care and attention to detail - from the first click of the camera through post-production. And unlike the corporate giants that currently dominate the school photography industry, we never mass edit or computer crop portraits.

### A SMART INVESTMENT

Believe it or not, for the price of a new car, you can be your own boss and establish a true asset for your family for years to come by opening your business with us. We have a proven business model to make your studio profitable - and the investment is less than \$50k.

### ROBUST PROPRIETARY SOFTWARE

We've built a first-rate, modern software package that will help you manage your workflow, accounting, online sales, email and text marketing, and website promotions.

### MARKETING & SET DESIGN

Each fall and spring, we launch new set designs to keep our portraits fresh and up to date. We produce brand new marketing materials for every new design release. Our always fresh set designs are a big reason why most of our customers regularly come back to us for more.



“When the pictures came in, I was so taken with how rich the colors were. As a teacher at the preschool, I was able to see many of the orders, and they were all so breathtaking. Your work truly goes beyond what one would expect.”

— CUSTOMER CAROLINE HEARN



## Work for Yourself, But Never By Yourself

One of the best advantages of partnering with Spoiled Rotten Photography is that you don't need prior experience in our industry to be successful. Our team serves as your diligent support crew from the get-go. We are available to help you with anything you need, whenever you need it.

### COMPREHENSIVE TRAINING AND ONGOING SUPPORT

Spoiled Rotten Photography is an excellent investment choice for people whether they've had prior experience owning a business or not! Our team has created the systems needed for our franchise owners to hit the ground running and build a profitable business – including our proven methods to teach you everything you'll need to know to be a success.

You'll take part in a comprehensive 11-day training program designed to teach you how to become a true business professional in no time, as well as how to find new customers, increase your sales, market your studio, and a lot more. By the time your training is complete, you'll feel confident and ready to get started.

### OUR TRAINING PROGRAM IS A BLEND OF CLASSROOM AND IN-STUDIO INSTRUCTION, AND COVERS TOPICS INCLUDING:

- Getting familiar with a modern digital camera
- Honing studio skills such as lighting and posing
- Financial management for business growth
- How to anticipate and control costs
- Effective marketing tools to reach your best customers

### ONCE YOUR STUDIO OPENS, YOU CAN COUNT ON ONGOING TRAINING AND SUPPORT, INCLUDING:

- Twice-a-year image competitions
- Numerous classes and workshops
- Access to our much-anticipated annual franchise conference

We know the continued success of the Spoiled Rotten Photography brand depends very much on the success of our franchise owners, and we're 100% committed to their growth!



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Possible for Photography Enthusiasts ✨



“For me this proven successful preschool/daycare/mother’s- day-out portrait model made perfect sense and was the opportunity I was looking for to regain my weekends and still be able to be a stay-at-home mom, doing the majority of my work while my girls were at school.”

— FRANCHISE OWNER ELIZABETH BAILEY

## Are You Ready for the Life You’ve Always Wanted?

If you need to strike a better work/life balance and want to spend more time with your friends and family, consider opening your own photography studio with Spoiled Rotten Photography. For the right people, we can be your first step to living your best life.

We’d love for you to  
be part of our family!

IF YOU’D LIKE TO LEARN MORE ABOUT THE  
SPOILED ROTTEN PHOTOGRAPHY FRANCHISE  
OPPORTUNITY, CONTACT US TODAY.





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