

Spoiled Rotten

Photography

Generosity

SRP Birmingham
blesses local
women's
shelter.

Will Smith

Franchise Owner
Spotlight

Celebrating 10 years of
making schools,
parents, and kids smile
in Nashville, TN.

Celebrating 20 Years

Focus on Autism

5 TIPS
to improve your 1st
day of School Pictures

Saddle Up For Fall Portraits

We are bringing our new limited edition Free Spirit Fall Set to schools across the country. We adore this set and we hope you will too!



WELCOME FRIENDS!

We're Jamie & Melissa Tash

As we celebrate 20 years of operations and 10 years of franchising, it's truly incredible to look back at the journey we've been on. From our humble beginnings to where we are today, with 22 locations across the country, it's been an amazing ride.

It's been an absolute joy to make a living, and help others make a living, doing something that is so fun and rewarding - making preschoolers smile. We're grateful for the opportunity to continue spreading joy and learning through our franchise model, and we look forward to many more years of success together.

Learn more about owning your own [photography business](#).

contents

04

FRANCHISE NEWS

This Summer we welcomed 2 new owners to our family, as well as a new baby into our SRP family.

09

OWNER SPOTLIGHT

Will Smith celebrates 10 years of capturing smiles and changing the course of his family's future.

12

FOCUS ON AUTISM

11 years of support for local Autism support with complimentary portrait sessions in Huntsville, AL.

14

GENEROSITY

Kara Kellner in Birmingham, AL partnered with a local women's rehabilitation center to provide beautiful Mother's Day portraits.

19

PHOTOGRAPHY TIPS

We have tips to rock back to school photos with your children, plus a printable 1st day of school memory board.

26

JOIN OUR FAMILY

We are looking for people across the country to be franchise owners, photographers, and photographer assistants.





FRANCHISE NEWS

New Owner Training



Photographer Training

We just wrapped up Summer training in June by adding 4 fantastic women to our SRP family!

Upcoming Training

We are thrilled to announce that our next franchise training is scheduled for Oct 2-13, 2023. This is an exciting time for us as we look forward to welcoming our new owners into our family and providing them with everything they need to launch a successful business.

At our training sessions, we cover a wide range of topics that are essential to running a successful franchise. Our experienced trainers will provide in-depth guidance on everything from marketing and sales to customer service and operations.



Valuable Partnership With Local Underserved Preschool

We believe that this partnership is a win-win situation for everyone involved. Our photographers gain valuable experience, the families receive beautiful portraits of their children, and we are able to give back to our community in a meaningful way.

Our franchise training is just the beginning of the journey, and we will continue to provide ongoing support to our franchisees as they grow their businesses.



meet our newest owners



Gilbert

ALLEIGH GONAH

Alleigh has taught children diving and piano for the last 15 years. She is bringing her upbeat, energetic personality with her to provide beautiful school portraits for families in the Gilbert/Chandler, AZ area. Alleigh is excited about this career change that still allows her to work with children.

[website](#)

[instagram](#)

[facebook](#)

Tallahassee

KARLA GADEA

Karla was a fantastic professional photographer, and she is excited to partner with Spoiled Rotten Photography for the proven business model and support. Karla and Marius are excited to build and grow their franchise together in the Tallahassee, FL area.



[website](#)

[instagram](#)

[facebook](#)



Celebrating a Special Arrival!

Meet our 1st Spoiled Rotten Photography Baby

Join us in extending the warmest congratulations to our exceptional North Scottsdale, AZ owner, Cessie Neufield, who has made history as the very first franchise owner to welcome a little one into the world during our glorious decade of franchising! As we celebrate a decade of growth and achievement, Cessie's journey takes on an even more joyous hue with the arrival of her precious baby.

We are thrilled beyond words for Cessie and her expanding family, and this momentous occasion adds an extra sprinkle of magic to our Spoiled Rotten Photography family. Here's to celebrating love, life, and the beautiful moments that make our journey truly remarkable! 🌟👶🥂



2023 Summer Personal Projects

PERSONAL PROJECTS

Summer 2023

Enjoy the Personal Projects featured in the above video that some of our photographers completed this Summer.

One of Spoiled Rotten Photography's core values is excellence. One way to continually grow as a photographer is to constantly be looking for inspiration that you can incorporate into your own work through the work of artists of all mediums, nature, and the work of other photographers. It is getting outside of the style and comfort of the lighting, posing, and styling that you typically do to create a piece of art that speaks to you personally. We believe we are more than just a warm body behind a camera snapping a button of children, but rather artists who are trained to connect with the soul of a child and capture memories for parents with excellence.

Owner Spotlight



Will Smith

Capturing Dreams and Smiles:

The Unconventional Journey of

Will Smith in Photography

He was first! Franklin/Brentwood, Tennessee franchise owner, Will Smith

Will Smith took a leap of faith and we are so glad he did! We couldn't be more grateful to have him as the very first Spoiled Rotten Photography franchise owner. He decided to trust Wes, a mutual friend, in 2012 and connected with us. Will loves meeting new people and taking photos, but was struggling on how to turn his passion for photography and people into a career that would support his family. At the same time, we decided that the small photography business we created in Huntsville, AL, needed to reach other markets. So Spoiled Rotten Photography, the franchise system, was born!

At times we called him a guinea pig, because franchising was all new to us. But he and his supportive wife, Mary Ann, were so patient with us. At the urging of a friend, Will came to a photography conference we both attended.



When Destiny Clicked

Will's story eventually collided with Melissa Tash, the dynamic force behind Spoiled Rotten Photography, a thriving business that was all about capturing the essence of childhood in preschools. A chance conversation with a mutual friend led Will to discover this unique business model. Spoiled Rotten Photography was all about boutique-style portraits and making kids laugh - a combo of Will's two favorite passions.

When he began the conversation with Melissa, she explained that she had a successful photography business, didn't work summers, and could make her own schedule. Will jumped in with both feet. We were thrilled to have someone believe in us and our business model. Will quickly grew his business and team of associate photographers to cover all the Franklin and Brentwood area schools that he serves.

Will's "proof of concept" location became the foundation for Spoiled Rotten Photography's first franchise. Today, Will is living his dream of being a successful photographer, and he has also created fun and rewarding jobs for 15 other individuals. His franchise sits at the top of the earnings chart among 22 locations, proving that when you combine talent, vision, and determination, remarkable things happen.



The Picture-Perfect Future

Will's journey is a testament to the fact that dreams don't just develop in darkrooms; they develop when you take action. Every photo has a story, and every person has a journey.

So, here's to capturing memories, one click at a time, and to the relentless spirit of individuals like Will who remind us that in the vast sea of pixels, we can always find our unique focus.

CELEBRATING 11 YEARS OF FOCUS ON AUTISM:

Capturing Joy and Hope



For over a decade, we've had the honor of providing complimentary portrait sessions and stunning wall portraits to families living with Autism. This event, close to our hearts, is a celebration of the amazing spirit and resilience of these families. Our goal is to offer them not only beautiful images, but an experience that's stress-free and joyful, too.

The roots of this event trace back to a personal journey. Our founder, driven by her own love for a child on the autism spectrum, recognized the need for a photography experience that truly understood and valued these unique individuals. From that realization in 2012 to now, we've been committed to capturing the personality of every child, ensuring that each portrait reveals their individuality and spirit.

Over the years, stories have touched our hearts and cemented the importance of this event. The smiles we've captured have brought joy and tears to families who, for the first time, saw their child's happiness captured in a photograph. It's these powerful moments that fuel our passion to continue this event, year after year.

As we mark our 11th year, we also celebrate the impact we've been able to make. The proceeds from this event are donated to TACA (The Autism Community in Action), an organization close to our hearts. Their support played a pivotal role in our founder's journey to help her child thrive beyond the challenges of autism.

The 11th Annual Focus on Autism event is a tribute to these remarkable families, a testament to their strength, and a reflection of the unity and compassion that defines our community. We are immensely grateful to be part of this journey, capturing not just images, but the boundless hope that radiates from every smile. Thank you for standing with us as we create a world of acceptance, love, and understanding through the lens of compassion.

Since 2012 SRP has given over \$18,500 to TACA.



Kristina

"You got my daughter to give a genuine smile! She always has forced, awkward, disingenuous smiles for professional photographers, but all of her pictures with you have been her real, genuine smile."

Generosity Pays it Forward

You never know when your generosity will have an opportunity to pay it forward!

Several years ago [Kara Kellner](#) connected with the director of Kids Zone at [The Lovelady Center](#) in Birmingham, AL. She knew she wanted to work with them for an advocacy event for her team. This Spring that desire, turned into something bigger and better than originally planned. Kara and her photographers and staff honored the mothers with a Mommy and Me photo session. Kara said, "These women need hope. And not just hope that they can imagine in their heads. They need hope that they can see. And I wanted to give them just that. The visible hope they have in their own children. And more importantly than hope, they need visible reminders of WHY they are trying to recover and heal!"





Kara blessed moms with digital images from their sessions as well as prints for framing and hanging on their walls! Kara shared, "When you set out to bless someone, it's funny how you are the one that is blessed! These women and their children gave me hope and reminded me of my WHY! I have always loved the saying 'pay it forward'. When you do something kind for someone, they always ask 'how can I pay you back?' I am so thankful to be in the position where my response can be 'just pay it forward.' I hope that these women look back on their journey through recovery and decide that instead of paying it back, they pay it forward and choose to bless someone else."

The Lovelady Center's mission is to help women rebuild their lives and walk forward with faith-driven hope for the future. The women are taught to break the cycle of addiction and poverty and provided skills to improve their future.



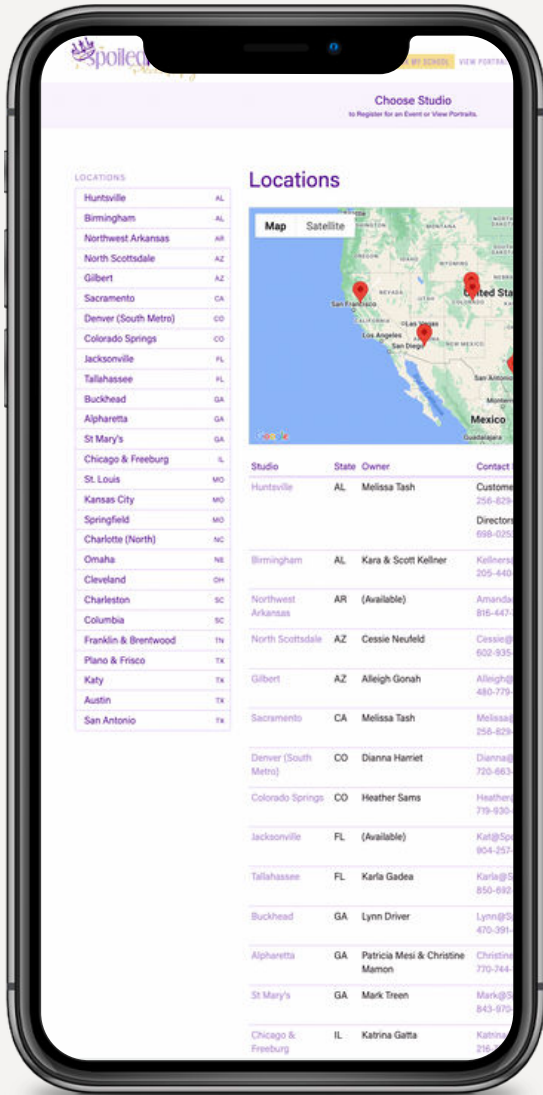
GET READY FOR FALL PORTRAITS

Free Spirit Set



[Click the picture to watch a preview of the Free Spirit Set!](#)

Get Ready for Fall Portraits



REGISTER YOUR CHILD

Find your local SRP location and view the upcoming portrait events to register your child for a Fall Mini Session.

[Register My Child](#)

CLOTHING GUIDE

Saddle up for beautiful Fall Free Spirit Portraits with the clothing we have gathered for you! These outfits have been selected for your preschooler to match the color scheme and design of our custom Fall Mini Session Set – Free Spirit.

[Clothing Guide](#)



Vendor Spotlight

DENNY BACKDROPS

Spoiled Rotten Photography proudly collaborates with [Denny Manufacturing](#), crafting limited edition backdrops exclusively for our photographers. From our very beginning as a single studio to producing backdrops for 35 teams each season, they have always treated us like a photography powerhouse. Thank you, Denny Manufacturing, for being our valued partner on this remarkable journey!

[LEARN MORE ABOUT DENNY MANUFACTURING](#)



How To Master 1st Day of School Photos



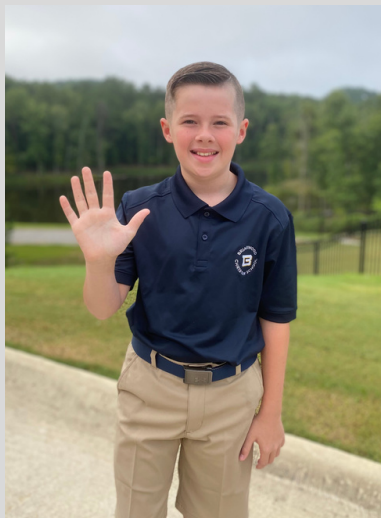
SRP Alpharetta

SET AN ALARM

Give yourself plenty of time in the morning to get everyone dressed and have time for the milestone 1st day of school picture before heading out the door.



SRP Buckhead



SRP Birmingham



SRP Jacksonville



GET ON KID'S LEVEL

Get lower to take your photo instead of shooting down from your adult height.

USE NATURAL LIGHT

Open blinds or front door to get good even natural light on your children.

REDUCE CLUTTER

in the background of your picture. As long as sun doesn't shine directly in eyes, try taking outside by front door.

RECORD

new school year info on a piece of paper to hold in photo. Download our free customizable 1st day of school printable template!



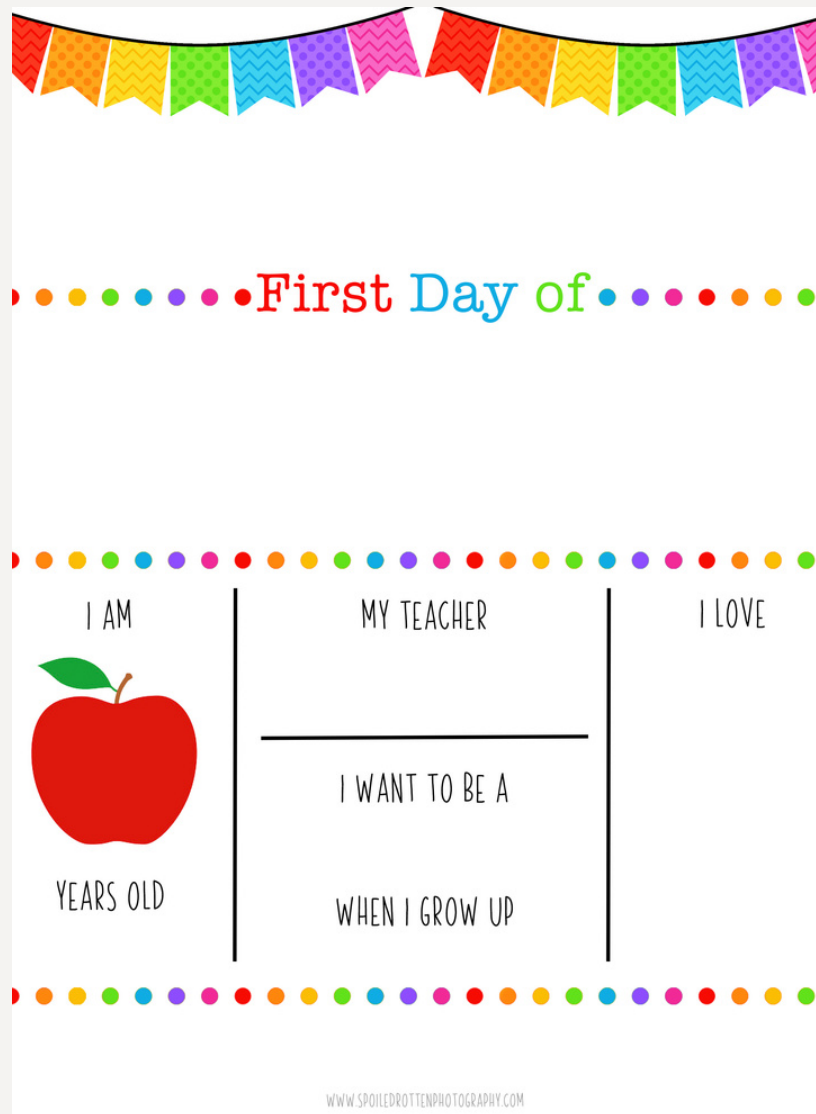
MEET SOME SRP KIDDOS

Our SRP owners and photographers enjoy having extra time to spend with their kids during the Summer months between portrait seasons, but it is time for many of them to be headed back to school as we gear up for the Fall portrait season.

DOWNLOAD PRINTABLE

TAG US!

If you share your 1st day of school photo on social media, tag us @spoiledrottenphotography. We would love to follow along with your fun as a new preschool or "big" school year begins!



ROCK YOUR *1st Day of School Photos*

We have a 1st Day of School printable template ready for you to download and customize with your child's personal information. Open the Word document and change out the editable text boxes and print. It is that simple!

One child, one
teacher, one
book, one pen

One
can change
the world.

Malala Yousafzai



Amanda Day

SRP KANSAS CITY

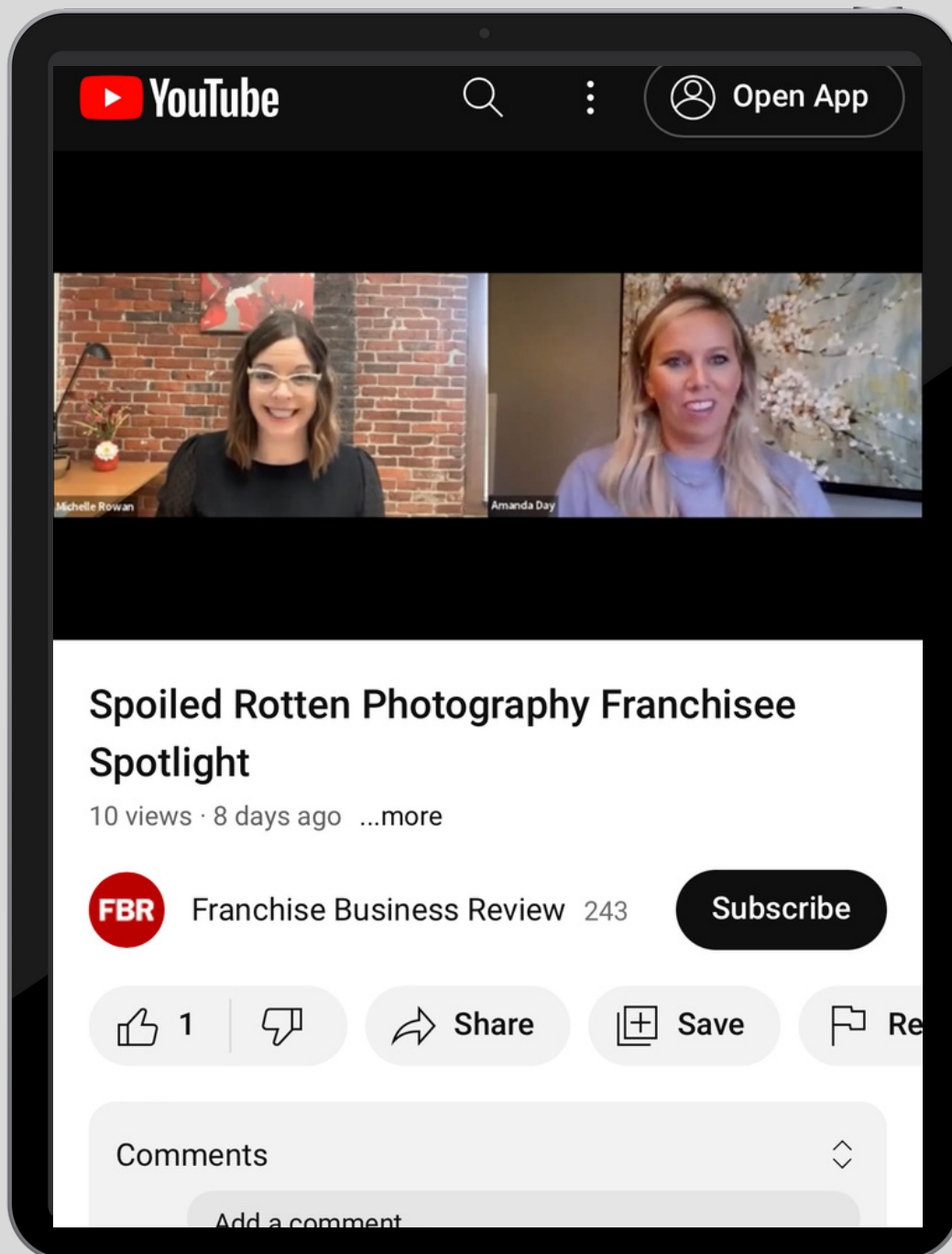
"I found Spoiled Rotten Photography at the perfect time in my life. I had been in the corporate world for 16+ years, working long hours and was burned out. I truly wanted to have more control over my work days so that I could spend all the time possible with my family, especially my children while they're young. They truly grow up so fast, and I didn't want to miss out on another minute. I found SRP and it has been THE BIGGEST BLESSING in my family's life. I love being able to have more control over my work schedule, never missing an event for my children, while being able to provide to our family's income. I can truly say, I LOVE the work I do! Playing with kiddos to get genuine expressions in portraits for their families to cherish forever is so fun and rewarding!"

Rock Star Franchise Owner

FRANCHISE BUSINESS REVIEW

Amanda Day was recently featured on Franchise Business Review's Youtube channel with an interview with Michelle Rowan, President and COO of FBR.

[Watch Interview](#)



PARENT *testimonials*



★★★★★

LESLIE

Alpharetta, GA

"It was hard to choose the images! I also liked that many of the poses were similar to the poses we bought for our son who is now in 4th grade. Gotta keep things fair!"

★★★★★

KIMBERLY

Buckhead, GA

"My son actually spoke about how much he enjoyed the experience. I actually started to call you guys and compliment how amazing you did. The quality of the photos are perfect, definitely worth the money. You couldn't have captured better moments. Thank you so much!"



JOB OPPORTUNITIES

In our local territories

1. File Processor

Remote process images from our portrait sessions. Adobe Experience Expected.

2. Photographer's Assistant

Part-time, seasonal opportunity. Assist photographer at local preschool photo sessions to help get amazing expressions. Kind and Joyful Attitude Expected.

3. Photographer

Part-time, seasonal opportunity. Photograph preschoolers at local preschools.

6 months of being a Photographer's Assistant for SRP is required.

4. Franchise Owner

If you are family-oriented, community-minded, outgoing, highly-motivated, love kids, appreciate great photography, and share our core values, you might be a great fit for franchise ownership!

FOLLOW US!

As we continue to grow and expand, we invite you to join us on this exciting journey. Also we're always looking for passionate and dedicated individuals who share our values and want to make a difference in their communities. With our proven business model, extensive training and support, and a brand that is beloved by parents and children alike, there has never been a better time to become a part of our franchise family. Come join us, build a business and a legacy while making a positive impact in your community.

Follow us on social

[website](#)

[instagram](#)

[pinterest](#)

[facebook](#)

Become Spoiled Rotten - Join Our Family! Become Spoiled Rotten - Join Our Family! Become Spoiled Rotten - Join Our Family!



OWN AN SRP FRANCHISE

Become
Spoiled
Rotten!



Do you know anyone who loves photography and working with children? We are looking for more fun people across the country to join us as we continue to be the photographers of choice for top-ranked preschools across the US.

[LEARN MORE](#)