



THE HEIRLOOM SHIFT

MINI GUIDE

*5 things clients wish
photographers knew*

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“*These five insights are simple, powerful, and instantly usable*”

Hi, we're Janelle and Kristin - two photographers who believe that meaningful, artwork-centered experiences are the future of our industry.

Between us, we've spent over 20+ years photographing families, building custom studios, and learning what truly creates connection, confidence, and heirloom artwork sales.

This mini guide is a small peek into what we've learned - the human side of photography that clients rarely say out loud, but deeply feel.

These five insights are simple, powerful, and instantly usable... and they're just the beginning of what we teach inside The Heirloom Shift.



Clients Want to Feel Guided, Not Left Guessing

Most clients don't know what to wear, how to prepare, or what will look best on their walls - and they wish photographers would gently guide them.

A little clarity goes a long way:

- What to expect
- What to bring
- What the session will feel like
- What artwork options exist

Guidance builds confidence - and confident clients buy artwork.

“*Guidance builds confidence
and your energy sets the tone*”

Clients Want Emotional Safety More Than Perfect Posing

They want to feel comfortable, seen, and supported - especially during family sessions.

A calm, intentional presence creates:

- Better expressions
- More connection
- More trust
- More willingness to invest

Your energy sets the tone long before your camera does.



Clients Want Their Photos to Mean Something

They're not just buying images - they're buying memories, legacy, and the feeling of **"this moment matters."** When photographers speak about artwork with intention and heart, clients lean in.

A simple phrase like:

"This will look beautiful as a framed piece in your home."

...plants a seed that grows naturally.

“*Meaning creates connection
and ease builds trust*”

Clients Want the Experience to Feel Easy

Not rushed... Not chaotic... Not transactional...

They want:

- A clear flow
- A calm pace
- A sense of being taken care of

When the experience feels effortless, clients remember it - and return.

Clients Want Help Choosing Artwork

They want artwork - they just don't know how to choose sizes, finishes, or layouts.

When photographers guide the ordering appointment with warmth and clarity, clients feel relieved, not pressured.

This is where the magic happens.

“*Guided choices feel supportive and elevates the experience*”

A Quick Win You Can Use Today

Before your next session, send a short message:

“I'm so excited to photograph your family. I'll guide you through everything - from the session flow to choosing artwork afterward. You're in good hands.”

It's simple, warm, and instantly elevates the experience.



Meet Your Mentors

Janelle Krulicki



Portrait photographer, educator, and creator of custom heirloom artwork experiences.

Kristin Gowan



Portrait photographer, studio owner, and artwork specialist with 12+ years in the industry.

What's Coming Next...

This guide is just the beginning.

Inside The Heirloom Shift, we teach:

- The full client-experience framework
- The artwork-centred sales flow
- The custom studio systems
- The mindset shifts that change everything

If this mini guide resonated, you're going to love what's coming next. Thank you for being here. We can't wait to support your growth, confidence, and artistry.



ARE YOU READY FOR NEXT-LEVEL RESULTS?



NEXT STEPS

**"This is your new beginning.
Your elevated era. Your shift."**

Janelle + Kristin