

ShootProof []

Intro to Soft Proofing: Cut your editing time in half

Save a ton of time and have happier clients!

Soft Proof in 8 Simple Steps:

1. Upload images to Lightroom and cull
2. Add your Lightroom preset + do small edits
3. Fully edit 2-3 of your favorites to send your client as a sneak preview (and to show what images WILL look like)
4. Export soft proofs from Lightroom (low resolution)
5. Upload proofs + send to client to select their favorites
6. Find your clients favorites under “Visitor Activity” in the Gallery
7. Copy/paste files BACK into Lightroom
8. Edit and send final images

#1: Add your images to Lightroom and cull

- Add the session photos to a Lightroom catalog
- Tap “P” to “Pick” your keepers
- You can also tap “X” to “Reject” a photo you *don't* want to show (eyes closed, blurry/out of focus, strange expressions, etc.)

How many photos do you want to keep and show the client in their soft proof gallery?

Personal preference (you'll need to decide what works for your business), but I recommend 4-5x the number of images in your package. So for example, if my clients get 15 images, so I will deliver about 60-75 soft proofed photos.

I make sure to choose multiple options for each pose.

#2: Add your preset + small edits

You've decided on your soft proof images. Now is the time to add a preset or lightly edit the images.

You can make small, fast corrections like:

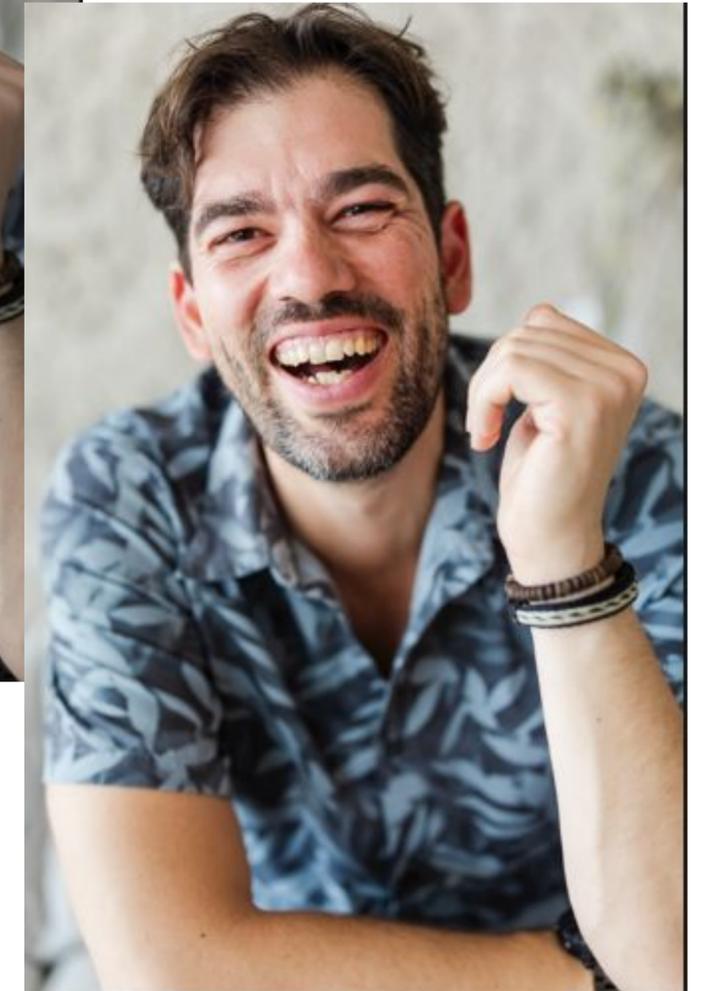
- Exposure
- Cropping
- Straightening



#3: Edit a few of your favorites

Choose 2-3 images to FULLY edit and send to your clients as a sneak preview (showing them what ALL of their final images will look like). These you can potentially share on social media (with permission, of course!)

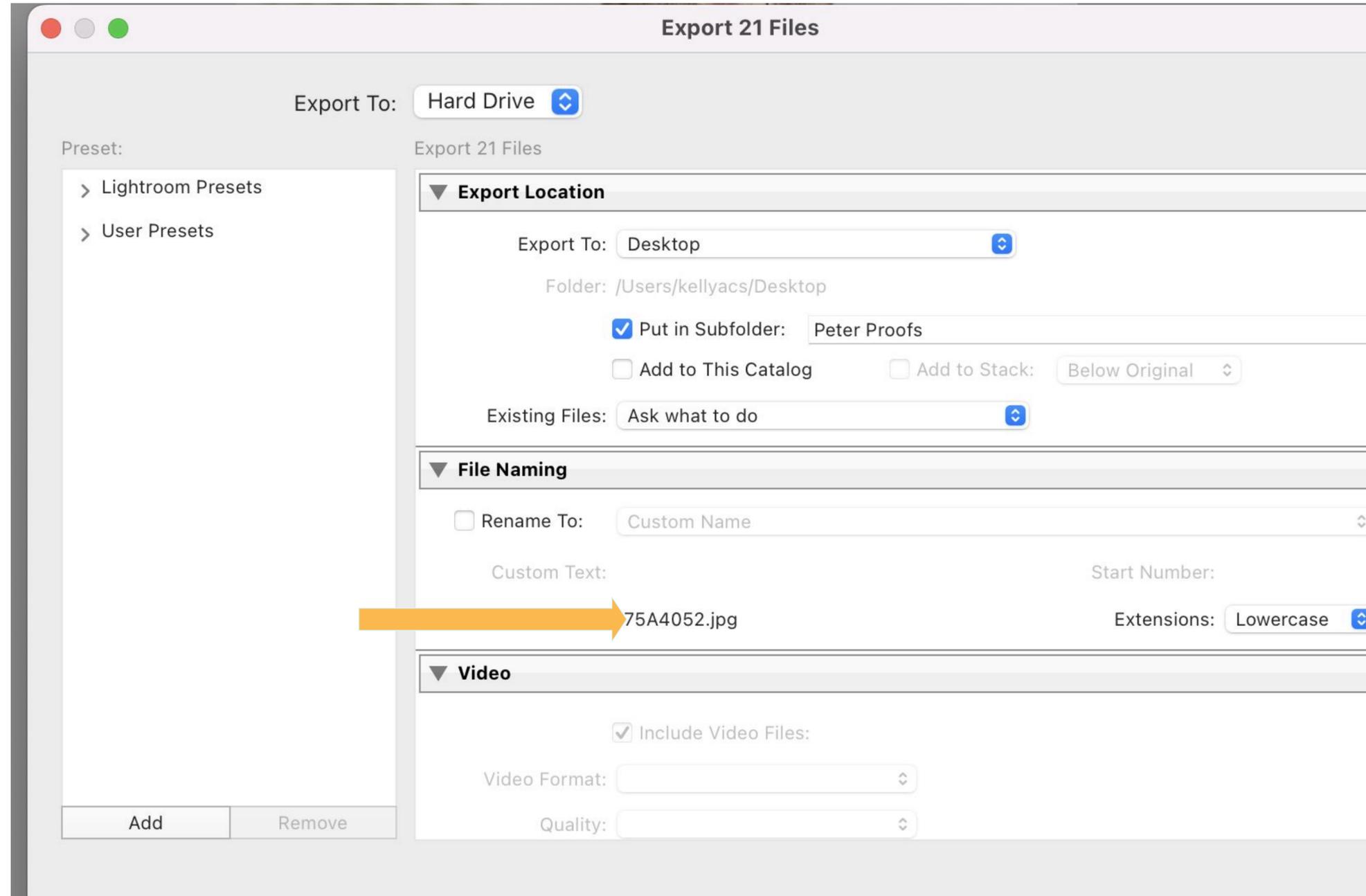
***This reassures your client that the soft proofed gallery is not what their final images will look like!**



#4: Export the soft proofs

IMPORTANT NOTE: You must export the images with the original file names. You can NOT rename the images.

- Export low-resolution images to a folder on your desktop



#5: Upload + send proofs to client and have them choose their favorites

- Upload low-resolution images WITH a watermark to ShootProof gallery
- Turn OFF downloading feature in settings
- Send gallery to client (with a time frame for choosing their images)



KELLY ACS PHOTOGRAPHY

Peter Proofs

[VIEW GALLERY](#)

Hi Peter!

Your proofing gallery is ready to be viewed.

Please note, these images are only proofs and have not been edited for exposure, cropping, etc.

Choose your favorites by clicking on the "heart" located below your photo. Once you complete choosing your favorite images, I will edit and deliver your images within seven business days.

Thank you so much! I can't wait to see what you choose!

Thanks,
Kelly Acs Photography

#6: Once they have picked their images, locate your clients favorites

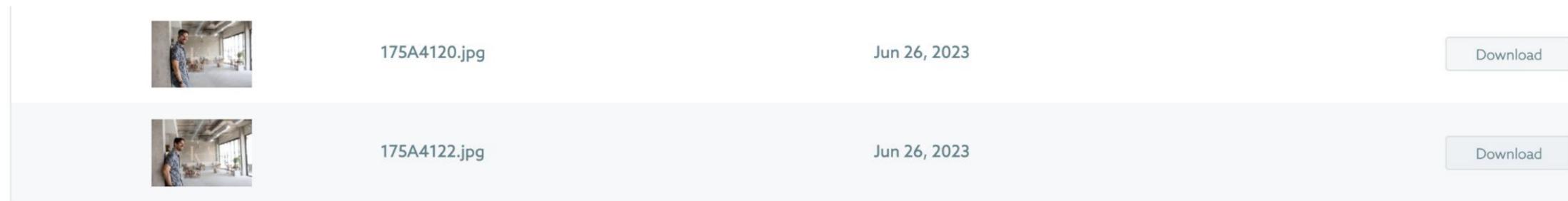
Step 1: Go to Gallery > Visitor Activity > Gallery Visitor Report ➡ Step 2: Click on “Favorites”

The screenshot displays a photo gallery interface. On the left, a sidebar shows navigation options: 'Peter Proofs' (Active), 'Gallery Settings', 'Contact' (Peter Acs, kellyacs@gmail.com), 'Visitor Activity' (Last Visit: 06/2023, Orders: 0, Favorites: 11, Gallery Visitor Report: 1), and 'Photos'. The main area shows a grid of 21 photos with a 'Buy All 21 Photos' button and sorting options. On the right, a 'Gallery Visitors Report' panel is visible, featuring a search filter, a gallery name dropdown (Peter Proofs), and a table of visitor data.

<input type="checkbox"/>	Gallery Name	Visitor	Last Activity	Favorites
<input type="checkbox"/>	Peter Proofs	Peter Acs 👁️ 0 🗑️ 0	Jun 26, 2023 12:01 AM AKDT	★ 11

#7: Copy files back into Lightroom

Step 1: Scroll to the bottom of favorites and copy the files



Step 2: Go into the "Library" module of Lightroom > Find > Library Filter > Text > Contains > Paste copied files



#8: Edit and deliver final images!

- Edit the chosen images + upload high resolution images to ShootProof
- No watermark necessary

