



making moments memorable



**Winter/ Spring 2022/23**

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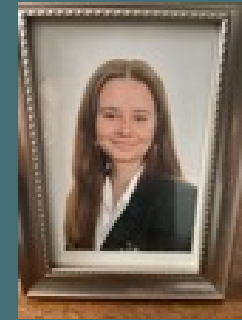
The Societies  
of Photographers

EVERY BODY PERFECT LIMITED

Do your current school photographs:

- show the establishment's identity, philosophy and distinct nature?
- showcase the characteristics and qualities that make every child a unique member of your community?
- offer a range of financially viable packages for your parents?
- provide the school with a range of images which can be used in their marketing?
- provide an opportunity to generate income back to the school and support your PTA?

## Part 1 The Rationale



## Make that change...

If they look like these, taken of my son and niece this year then they clearly don't.

This type of image has been the norm since the 1970s with parents obliged to purchase them at an exorbitant fee (as it is often the only opportunity to showcase their child at school).

There is little, if any, choice and the option to purchase the digital file –the modern norm most parents want for social media - is usually a ridiculously priced 'up sell' with some agencies charging £20.

I am here to offer an alternative approach.

### Every Body Perfect Limited

As a school teacher for 25 years, I am fully aware of the need to maximise positive perceptions within the community.

Images of pupils engaged in learning experiences and in daily life within school are key to this and these can have a major influence on how a school is perceived.

The images shown above give no information about my son and niece's distinct personalities. There is nothing about school they attend nor how they study and love school. Yet this type of image is what we all take as being the acceptable norm.

I have currently developed links with a range of schools and we are collaborating to provide an alternative approach to enable parents to celebrate their child's life in school.

Being a parent that has received the current format for several years, I see the need to modernise this market so that a child's identity and school life is evidenced. My child has a varied and filled day at school and the image above does not represent his experience.

Prior to setting up this company, I was a Deputy Headteacher and I understand the need to showcase the distinct nature of a school and its impact on the child.

By collaborating, we would ensure that your pupils, your school and your parents would be getting the best possible service with real care placed into every shoot with your pupils.

I hope you enjoy perusing the brochure and finding out how your school and pupils could be celebrated.





## Part 2 The Issue A Parent's Perception

Their child enters an almost secretive world of learning every day and returns home with parents not having any real knowledge of their classrooms, their learning experiences nor their school environment.

Salford City Academy  
The best in everyone

The desperate line we all use: **'How was school today?'** is our plea for an insight.

As teachers, we are fortunate to work in schools and witness their growth and development; we understand the nuances of what makes their learning journey be one filled with creativity, enjoyment and excitement.





# What are we offering?

## Part 3

### The Proposal

A bespoke opportunity to give each pupil a unique, personalised **PHOTOSHOOT** with a range of images to highlight their life in school.

The school's unique identity will be celebrated across social media.

A **FREE** opportunity for your school.

## What do parents not receive through large scale portrait shoots?

- Images of their child engaged in 'actual school life'.
- A choice of images
- The opportunity to celebrate the distinct nature of their child.

### Schools miss out on:

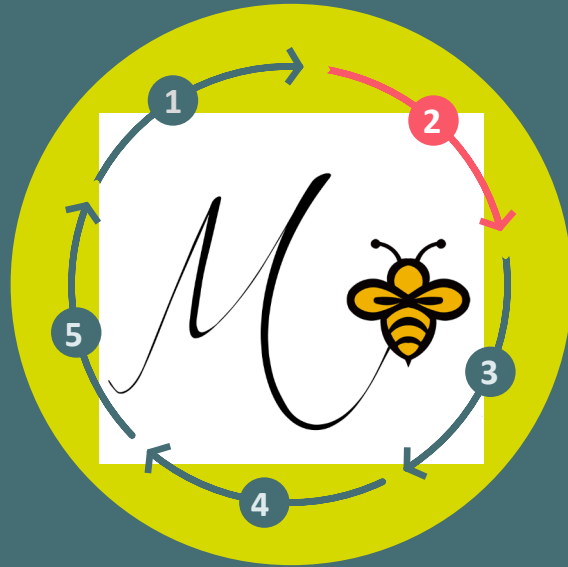
- The potential to gain huge social media coverage of the school and its positive impact on students.
- The potential to receive money back to invest in something for the school.

## What do Every Body Perfect offer?

- A varied photoshoot which recognizes each child's unique identity and provides a range of images for parents to select.
- A highly affordable set of options for parents, edited in the highest possible format.
- images that showcase the school's identity and the impact on students offering maximum publicity for the school.
- The opportunity to have a range of images which can be used by the school (subject to parental consent) to highlight its mission and impact for its own marketing, display and recognition purposes
- A process that involves no cost to the school yet can provide a donation to spend on resources. (10% of sales)
- A pre-shoot visit to discuss strategic and operational planning such as process and location decisions.
- A cloud-based sales platform which provides a secure process for parents to select and purchase photographs with no additional work from the school.
- A photographer with 25+ years experience of working in schools – and continues to do so - with the understanding of a school's marketing needs and how to work with pupils.



# Collaborative Creativity



## Part 4 A joint effort

Every school has its own distinctive nature and this needs to be recognised and celebrated.

By working with staff and pupils, we identify how to capture the characteristics that make daily life so special within the school.

### What would be the Parental Benefits?

- Digital Files to use on social media
- Substantial savings compared to alternative offers.
- Cheaper alternative ways to get printed options once parents have the digital images.
- A greater range of images showcasing their child's life in school.

### What would be the School Benefits?

- Digital Files to use for a range of purposes: social media / presentation evenings / displays etc...
- A greater range of images showcasing the impact of the school on pupils
- Greater opportunities to enable prospective parents to see pupils engaging in school life.
- Marketing opportunities through carefully considered photographs



The nature of this opportunity means that the 'conveyor belt' experience that schools are used to would be replaced by this opportunity filled with care and fun.

An initial photoshoot would enable the school to assess the ideal location for the images.

By using **Every Body Perfect** there is the potential to use Pupil Leader roles to help coordinate the event. This not only develops pupils' communication skills but also gives them an understanding of the media industry. As part of the opportunity, using my teaching experience, I am happy to speak to classes about the work and processes which we undertake.

Roles for Pupil Leaders could include:

- collecting pupils
- collecting siblings for shots
- returning pupils to classes
- ensuring desk shot location in classrooms is organised
- organising pupils and preparing them prior to shoot (uniform / hair )
- ensuring pupils are always at the hall for their photographs to ensure swift transitions.

This ensures that disruption is minimised and school teachers are not required to lose valuable time in their school day.





# What are the possible outcomes?

## Part 5 Previous Projects

We currently work with a range of primary and secondary schools providing images for websites, portrait packages, prom shoots, event captures, religious celebrations and providing images to help promote the school's journey.

Candid  
Academic  
Shots

Formal  
Portraits

Contextual  
Shots



*Marnell*  
PHOTOGRAPHY



# An endless range of options

## Part 6 What types of images can be produced?

The list is endless and bespoke to each school but certain images always prove a success. Listed below are a range of ideas but this list expands once a test shoot is undertaken on site

### One

The standard portrait shots can be given a modern twist and a more formal background as well as one with a reference point to the school.

### Three

The opportunity to take shots in areas of the school where pupils socialise prove really effective in showcasing the school's environment and how they engage with it.

### Two

Shots can be taken of the child engaged in their education: reading, writing, answering question, using the whiteboard etc

### Four

The school's unique characteristics can be captured by photographs in various areas of the school such as the foyer, hall and library areas.

#### Potential Photographs

##### Group shots

- Whole class / Form photo
- Whole class / Form photo cheering

##### **EACH PUPIL THEN HAS THE FOLLOWING:**

- Portrait Shoot
- Headshot 1: serious
- Headshot 2: smile
- Headshot arms across: serious
- Headshot arms across: smile
- $\frac{3}{4}$  shot school's blazer / logo visible
- Full length shot 45 degree
- Full length shot – prayer (if a school of faith)
- Musician? Bring instrument shot

##### Outside

- Tree Trunk type shot –low angle.
- Tree Trunk type shot – $\frac{3}{4}$  shot.
- Deep in thought shot / hand on chin type shot
- Activity shots using school equipment

##### Classroom Shot – one desk set up for shots.

- Desk shot – working
- Desk shot looking at the board – Hand up?
- Possibly one at the front as it the pupil is giving a talk.
- Fav Book? Reading shot?
- Leadership / Sports / Choir / Performing Arts / Chaplaincy Group / Sibling Shots
- To be discussed with the school and will be bespoke to individual needs.

##### Shots in the hall:

- school identity - roller banner
- $\frac{3}{4}$  shot school's blazer / logo visible







# How do parents access the images and how much will they cost?

## Part 7

## Affordable

## Pricing

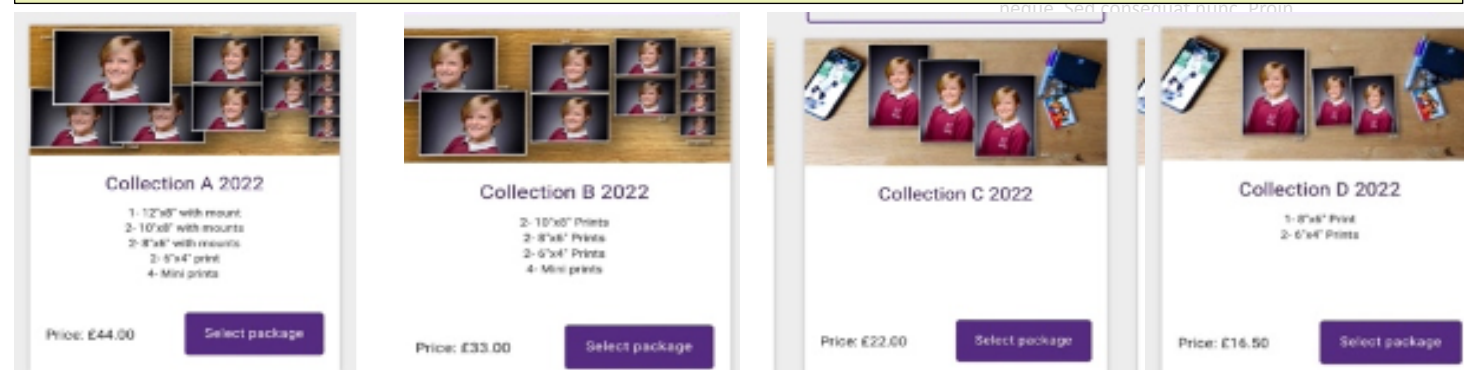
Many companies charge parents through an excessive pricing structure with multiple copies of one image.

There is also an 'upsell' of approximately £20 on average for the digital image - which is what parents actually want.

Our aim is to bring a more affordable range of images accessible digitally through phones, ipads or other devices.

## What are we looking to move schools away from?

*This is an example of the typical price planning in place for parents this year with an external company. There is one headshot and parents purchase multiple copies of the same photograph. (There are few times in life you would ever do this yet it has become an expensive norm for families for over 50 years)*



## What are we looking to move schools towards?

A folder for each pupil for parents to access their child's images.

A pricing Plan would be subject to agreement but use the following format and provide digital downloads

### Image Pricing Structure

- all images digital downloads

1 Image	£8.00
3 Images	£15.00 (saving £9.00)
6 Images	£23.00 (saving £25.00)
All images	£33.00 (saving over £50.00)



## The school

Our aim is to provide the school with a range of high quality images to use for their own social media platforms.

We will also ensure 10% of our profits will be given back to school funds to enhance school provisions for the pupils.

All images are available to parents via a cloud-based platform managed by ourselves and there is no additional workload for staff.

No area of the school will be out of action whilst on site ensuring minimal disruption to learning.

## Parents, carers and family.

Our aim is to provide a range of affordable options which are easily accessible through a cloud based digital platform .

There will be a range of images to select showcasing the child in school learning and engaged in a range of activities.

There will be a range of packages to enable parent to purchase digital images at more affordable rates which can be shared and treasured forever.



## What will a photoshoot look like in your school?

*Custom images,  
tailored just for you.*



Having worked in schools for over 25 years, I understand the importance of showcasing a school to the community.

These photographs must provide images that promote the positive climate for learning that exists in your school as well as highlight the range of areas that make Your school unique and provide a secure environment for pupils. We will work in collaboration to ensure that this is the case in your school.





**All photographs are captured using Canon R5 / R6 Digital Cameras providing the highest resolution images. The images are then processed and edited prior to being made accessible to clients.**











I'm Mike Carroll

I formed Every Body Perfect Limited in 2021 after stepping back from working as a Deputy Headteacher following 25 successful years in teaching.



My passion has always been to nurture the talents and attributes of others and my new venture has enabled me to continue to do this. Photography has always been a love of mine and it has been a really successful start to my new business with many weddings, events, corporate and portraiture work undertaken.

I have recently worked in an increasing number of schools providing improved images for social media, websites, undertaken prom shoots, religious celebrations and celebration / prize evenings and Open Evenings. However, I have found it a challenge to completely remove myself from teaching and still tutor in a secondary school and support students.

What became clear this year, being a parent and seeing things from a different perspective as a photographer, was that schools do not showcase their schools effectively nor do they convey the amazing work and development of their children effectively through the standard photographs taken each year.

I see a real opportunity to develop community awareness of each school's great work, pupils engagement in school and the distinct nature of each school and child. There is the opportunity for huge social media engagement with no cost to the school.

By providing affordable photodhoot opportunities, it also enables many families facing challenges to have memories of their child in school which other companies make an impossibility due to financial costs.

Please use the details on the final page of this brochure to make contact and see how we can collaborate.

Take care.

Mike





Contact details:



# Every Body Perfect

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