

# Chris and Lori Fritchie

Chris Fritchie - M. Photog., M. Artist, CR., CPP

Lori Fritchie -M. Ed.

Chris and Lori Fritchie opened Chris Fritchie Studios in the fall of 2015 with one goal in mind. That goal was to create high end Santa Portraits to the Dallas/Ft. Worth Community. With no experience in the Santa world, they opened the studio in mid- November with a goal of doing 15 sessions. After Christmas the studio would focus on Families, Seniors, and commercial clients. Lori and Chris were not prepared for the surge and popularity of their Santa program. The first year the studio did 45 sessions! At the end of the season Chris and Lori knew they were on to something special. The business doubled in 2016. In 2019 Lori, earned her Master of Education and joined the studio full time. We trademarked "The Magic of Santa®" and now have one of the top Santa programs in the country.

Chris has been a member of PPA since 2010. During the first 9 years as a member Chris wasn't active in print competition or trying to earn a degree. Chris' path to a portrait photographer began in 2006 as an editorial photographer. With over 150 cover images and thousands of published images Chris needed a change. Opening the studio provided that change. Once the studio was on firm footing Chris began his journey into print competition with a hefty goal of earning both his Master Photography and Master Artist degree in 3 IPC's. At Imaging USA in January of 2022 Lori walked Chris across the stage to receive both degrees.

Chris has spoken at Imaging USA, taught at Texas School, given programs to various state and local guilds and does private mentoring for those wanting to start their own Santa program.

Lori has her Master of Education and is our Studio and Sales Manager for the studio. As a professionally trained educator Lori brings years of experience to the programs they offer. Before working in education Lori worked in a graphics position for an energy company where she taught herself Photoshop and was a hobbyist photographer that did some side work for friends and family. During Lori's time in education, including her experience as a high school assistant principal, she learned valuable training on effectively working with instructors to assist them in improving their teaching skills.

Recently Lori has started working towards her PPA degrees and entering print competition.

Lori and Chris are active members in DPPA, TPPA, as well as PPA.

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## Programs



## **Magic of Santa®**

Chris and Lori offer educational opportunities from 2 hours to full week workshops. We will teach set building, marketing, posing, Santa coaching, editing, sales and pricing, live shooting with Santa is available. This program can be custom tailored for any situation.

## **Shooting For A Book**

This is a great short program where Chris and Lori share their strategy on how to sell multiple large items to clients. This program will cover what you need to shoot and then the products you'll want to offer to your clients.

## **Earning Your Degree**

Chris and Lori can offer a short program or all-day workshop on how to prepare and strategize on earning your PPA degrees. Lori will focus on how to build successful presentations that focus on the core strategies in education. Chris will show you the inside secrets to having a strategy to earn as many merits as possible with print competition.

## **In Person Sales & Products That Sell**

This program is perfect for a short presentation like a monthly guild meeting or a full day workshop. Prior to being in the photography industry Chris was a sales manager for a Fortune 500 company and had 42 sales reps that reported to him. Chris to this day thinks of himself as a salesman and photography is just his widge. Lori having years of experience as an educator and administrator is very comfortable in the sales room. When Lori came on full time, she took over the sales for the studio to free Chris up to focus more on the creative. They both strategize on how to sell and how to create a dynamic price sheet and product offering that has led to many orders over \$10,000, and several over \$20,000. Chris and Lori will take you through the entire process including how to use N-Vu in your sales room as well as their process to get clients to buy big.

Chris and Lori will share their strategy on how to sell products that create repeat clients. This program will include some practice and roll play simulating real sales sessions.

## **Intro to Composites**

In this program Chris and Lori will share with you the basic steps in creating composite images. They will help you develop a system that they've used to get commissioned art pieces that have been priced at over \$20,000 per image.

## **Off Camera Lighting**

This is a fun program where students get to learn a simple two light process that Chris used for over 15 years in his editorial career. This can be used to shoot product, food, people and almost anything. Chris will also go over the equipment used and how to be a minimalist with gear.

## **Food Photography that sells**

Chris and Lori will share their techniques in shooting editorial/restaurant style of images. These images are very popular with restaurants and local magazines. This is best as a full day hands-on class but can also be a short 2-hour presentation.