



BizSnaps

A Snapshot look at local businesses

The Studio



Doug McGinness, Owner/Photographer

608-363-8273

2240 Prairie Ave. Beloit, WI

Directions: Northgate Plaza, next to Aldridge Middle School

Business Hours: Mon 10-3, Tue-Fri 10-6, Sat 9-12

Describe your products/services? Full service photography studio. High School Senior Portraits, families, kids, pets, business, on-location, weddings. My cutting edge sessions are called "Water's Edge" and "TrashYourDress".

What is something unique about "The Studio" that I could not get somewhere else?

I stay very cutting edge. I interview my customers for their wants and needs. Then I go about 20% beyond that. My "monkey pile" family portrait is a perfect example of that. For the last eight or nine months I've been doing a session called "TrashYourDress". It's not an original idea; it started out east and has been seen on morning shows and news briefs. However, my twist on the session is original. The concept is that most women have a dress, formal in some way, hanging in their closet, and they will not be wearing it again. A wedding dress, prom dress, or bride's maids dress would all work great. Now, do something in that dress that you would normally do in your worst grubby clothes. Some of my subheadings are Water's Edge (sitting and laying in a creek), snow day (playing in the snow), painting day, grease monkey, sidewalk chalk, car wash, on the train tracks, sand volleyball, food fight, carving pumpkins and the list continues to grow with each customer's request. I have had a few customers do "TrashYourDress" several times already, doing different variations. The age range has been from 7 to about 45, so it is not about how old you are, it is more about whether or not you are one of my "artsiest" customers. Most of the time when I'm telling someone about it, they look at me like I'm on drugs. By the time they see pictures, most of them see the uniqueness of it.

How did you get interested and/or started in this business? Photography was and still is a hobby first. I've always had a camera in my hand, back to my first 110 and Polaroid Swinger.

What or who has had the most influence in the way you do business? My customers. I listen to what they tell me. I am continually tweaking my style according to their wants and needs, which change all of the time.

Do you have a favorite saying that applies to your business? I am fortunate to be in a business where if a picture is worth a thousand words, my work is being talked about endlessly.

What have been some of the challenges you've faced and how did you work them out?

My biggest challenge that I have faced since July 2000 still exists. It is the generic outlook people have of "The Studio". My location is in a plaza and the name being a little generic sounding, coupled with reasonable pricing tends to make people think I am a cheaper studio instead of just less expensive.

What do you find most rewarding about this type of work?

The personal satisfaction of people loving their pictures is the ultimate achievement.

What type of customers use your products/services?

My regular customers are people who love pictures and invent reasons to come to "The Studio". My new customers are usually here with an immediate need.



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