



BELINDA RICHARDS

ARTIST
PET PHOTOGRAPHER
EDUCATOR
SPEAKER



TO BOOK CONTACT:

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WHO IS BELINDA?

Named as the Overall Photographer of the year by the Societies of Photographers in March 2022, Belinda Richards has quickly proven that pet photography is more than just photos of cute dogs. As the founder and Creative Director of Frog Dog Studios Belinda has become known for capturing animals unique expressions, poses and personality. Her sense of humour, subtle social conscious and mastery of Photoshop is seen throughout her digital composite works which aim to make simple statements on modern society through the personification of animals.



Since 2017 Belinda has continued to develop her photographic skills winning numerous awards across multiple international competitions including the 2020 & 2021 WPPI Pet/Animal Photographer of the Year, and the Nikon NZIPP International Photographer of the Year.

Belinda's love of the craft see's her handing every step of the creative process from capture to print ensuring each step is executed expertly to perfection. This coupled with her lifetime working with animals sees her intuitively capture her subjects like no other, creating fine art portraits that communicate, connect and emote.



LOVES

Dogs, wine, dogs,cheese and dogs.

LIFE PHILOSOPHY

'Be as awesome as your dog thinks you are.'



CURRENT WORKSHOPS & KEYNOTES

PET PHOTOGRAPHY AND PHOTOSHOP: THE DREAM TEAM

FULL DAY WORKSHOP

Intermediate

Join Belinda Richards as she takes you through her creative process from conception to finished masterpiece.

We will start by learning about Belinda's creative thought process and how it has developed over the years. Discussing from initial idea to full realisation you will be taken through the creative journey and how it is the dogs themselves that inspire and provoke the art.

Moving on to the studio Belinda will show you how she captures and lights her subjects and show you the tricks she uses to capture the expressions that form the basis of her composites. We will also be shooting the supporting elements of the image demonstrating the lighting techniques she uses to ensure a consistent result.

Finally we will sit down while Belinda teaches you how she composites her subject and the elements together using a bit of photoshop magic to create the final vision. She will share her favourite photoshop tips and tricks and editing practices.

This will be a hands on Masterclass with all files shot provided to students so they can complete the final piece. As students will not finish during class time images can be submitted to Belinda for critique after the class through a private Facebook group.

What you will learn:

- Best practices when shooting pets
- How to shoot for composites
- Lighting in studio for composites
- Composition
- Belinda's go to Photoshop tricks
- Masking fur!
- Removing objects from their backgrounds
- Creating/shooting your own Backgrounds
- Adding Lighting & Shadows
- Dodging and Burning
- Advanced Editing techniques
- Blending techniques
- Colour Harmony



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BE A CHINESE CRESTED IN A PARK FULL OF LABRADORS

KEYNOTE/LECTURE

We hear a lot about being your authentic self these days. We've also heard the saying 'Niches create riches'. So, what do these two have in common? How can we combine them to create a successful business?

Six years ago, Belinda decided to start her own photography business. She couldn't land a job doing photography anywhere, so she decided to back herself and go at it on her own. Belinda thought having a previous successful business venture under her belt meant she would be off to a flying start. She basically had a head start right? Yeah, nah. That is NOT how it went at all.

Belinda really had to dig deep on this one. She sat for months doing all the right things. Everything she had learned from the previous time she had started a business. But it wasn't working. Then one day a mentor said to her, 'Why do people drive past you and hundreds of other photographers to get to me?' and it was like a lightbulb went off. She needed to give people a reason to want her. To desire her work, her experience and to be able to say they had a 'Frog Dog' hanging on their wall.

This started an exciting time of introspection that Belinda leans into every day. What happened next was the most exciting relaunch campaign that kick started her business and saw it hit that elusive six figure mark in the first twelve months.

Join Belinda as she takes you on her quest of embracing her aversion to people and how owning those personality quirks helped her to niche down, learn to express herself and lean into this to create a brand identity that draws people from all over Australia to her studio.

At the end of hearing Belinda's journey, you will head back to your studio inspired to embrace who you are and allow your personality to guide you in creating a distinctive business that stands out from the crowd and is the go-to in your niche.

Topics:
Self discovery
Identity
Branding
Processes
Marketing



CURRENT WORKSHOPS & KEYNOTES



DOES THE DOG EAT PRIME RIB OR KIBBLE AND WHY IT DOESN'T MATTER.

Have you ever had a client roll into their session in a Mercedes, clutching a Louis Vuitton purse and dripping in expensive perfume? All the while you've seen them park that very expensive car and start seeing dollar signs as they make their way towards your studio - only to be bewildered that they didn't immediately hand over all of their money for what are probably amazing images?

Everyone in the service business has at one time or another experienced this, and Belinda is here to tell you why it is your fault that client didn't hand over their hard-earned cash NOT the amount they earn for a living. At least 90% of the time anyway. A bit harsh you might think, but completely true.

Great clients are created, not born. If you keep attracting the freebie takers or your sessions aren't converting to dollars, then there is probably something lacking in your client's journey. It's time to get out of your own way and turn every session into a pair of new shoes!

Over the last 6 years Belinda has created a studio that has become known as the go - to if you want to have beautiful artwork created of your pet. Her clients already know when they book that this is not going to be a cheap experience. She positions herself as a luxury boutique brand with a fun twist and attracts her ideal client almost every time.

During this masterclass Belinda will take you through the exact journey her clients go through from how they are attracted to make that initial inquiry to after the artwork is hanging on the wall at home. She will share programs and processes and language she uses throughout her three-appointment process that sees her average client spend exceeding \$3000.

So, if you want to take your client experience to the next level and start feeling valued as an artist, join Belinda as she helps you reshape your thinking towards your clients and in turn reshape how they see you.

Topics:

The client experience
Client buying psychology
Branding
Marketing



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BIO

Named as the Pet/Animal photographer of the year by the Australian Institute of Professional Photographers in August 2019, Belinda Richards has quickly proved that pet photography is more than just photos of cute dogs. As the founder and Creative Director of Frog Dog Studios Belinda has quickly become known for capturing animals unique expressions, poses and personality. Her sense of humour, subtle social conscious and mastery of Photoshop is seen throughout her digital composite works which aim to make simple statements on modern society through the personification of animals.

Belinda started her photographic journey in 2010 at the age of 30 by heading back to school. Completing her Diploma of Photo Imaging (Photographic Imaging College) and then her Bachelor of Arts (Fine Art) (with Distinctions Royal Melbourne Institute of Technology) 5 years later. Upon completion, like a significant percentage of art students, she went and got a "real job".

The majority of Belinda's working life has been with animals. Starting an awarding winning pet grooming business straight out of home was just the start. Throughout her studies and upon completion Belinda worked in animal welfare for various local councils and organisations.

The decision to begin Frog Dog Studios in mid 2016 came out of love for animals, a passion to create art and fatigue of the animal welfare industry. February 2017 saw the doors of Frog Dog Studios open in Yarraville Victoria. By July she had quit her "real job" to work in her dream business full time. A logical step for a business owner who has spent her entire working life with animals and studying fine art photography.

Since then Belinda has continued to develop her photographic skills winning numerous awards across multiple international competitions including the 2019 AIPP Australian Pet/Animal Photographer of the Year ,2019 Epson AIPP Victorian Pet/Animal Photographer of the Year and most unexpectedly the Nikon NZIPP International Photographer of the Year.

Belinda's love of the craft see's her handing every step of the creative process from capture to print ensuring each step is executed expertly to perfection. This coupled with her history of working with animals sees her intuitively capture her subjects like no other, creating fine art portraits that communicate, connect and emote.

Belinda currently lives in Yarraville, Victoria and continues to run Frog Dog Studios with her husband, two rescue dogs and rescue cat.

FIND BELINDA ONLINE

www.frogdogstudios.com.au
www.belindarichards.com

FACEBOOK www.facebook.com/frogdogstudios
INSTAGRAM www.instagram.com/frogdogstudios

AWARDS

2022

WINNER Overall Photographer of The Year 2022 - The Societies of Photographers' 20x16" Image Competition (I'm All Ears)

WINNER Pet Photographer of The Year 2022 - The Societies of Photographers' 20x16" Image Competition (I'm All Ears)

Second Place Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Pet/Animal Portrait (I Thought The Chop Meant Something Else)

2021

WINNER Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Pet/Animal Portrait (Tribute To The Goodest Boy)

Second Place 2021 Silver Linings Awards SMARTPHONE category (Need Any Help?)

Second Place Overall Photographer of The Year 2020 - The Societies of Photographers' Image Competition (Camera Shy)

Winner Pet Portrait Photographer of The Year 2020 - The Societies of Photographers' Image Competition (Camera Shy)

Grand Imaging Award Nomination - Animal Portrait (Camera Shy)

2020

WINNER Animal Images Makers - (AIM) Cat Category (Camera Shy)

WINNER Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Pet/Animal Portrait (Camera Shy)

SECOND PLACE Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Pet/Animal Portrait (School Portrait Day)

Grand Imaging Award Nomination - Animal Portrait (Retirement)

2019

THIRD PLACE 2019 International Photography Awards SPECIAL - PETS (It's A Catastrophe)

WINNER 2019 RISE International Photography Awards PET/ANIMAL PHOTOGRAPHER OF THE YEAR (EDM - Electronic Dog Music)

SECOND PLACE RISE International Photography Awards - (The Queen's Corgi)

THIRD PLACE RISE International Photography Awards - (It's A Catastrophe)

WINNER 2019 Australian Institute of Professional Photographers AUSTRALIAN PET/ANIMAL PROFESSIONAL PHOTOGRAPHER OF THE YEAR

WINNER 2019 New Zealand Institute of Professional Photographers INTERNATIONAL PROFESSIONAL PHOTOGRAPHER OF THE YEAR

WINNER 2019 Australian Institute of Professional Photographers VICTORIAN PET/ANIMAL PROFESSIONAL PHOTOGRAPHER OF THE YEAR

SECOND PLACE Magic Lens Awards - Nature/Animals (Bucky)

FIRST PLACE Rangefinders Creature Photography Competition - Commissions

WINNER Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Portrait Contemporary (It's a Catastrophe)

SECOND PLACE Wedding Portrait Photographers International Annual 16X20 Print Awards - (WPPI) Animals/Pets (Bath time Blues)

2018

WINNER Wedding Portrait Photographers International Second Half Portrait Division - (WPPI) Animals/Pets (Bath time Blues)

SECOND PLACE Wedding Portrait Photographers International Second Half Portrait Division - (WPPI) Animals/Pets (Bucky)

SECOND PLACE Wedding Portrait Photographers International Second Half Creative Division - (WPPI) Portrait Contemporary (It's a Catastrophe)

WINNER 2018 Australian Institute of Professional Photography Awards (APPA) EMERGING PHOTOGRAPHER OF THE YEAR



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CLIENTS



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