



sl
SWEET LIFE
photography

Interview

~ WITH ~

STEFANIE KNIGHT

from Sweet Life Photography

It's a pleasure to meet you, Stefanie! Tell us about yourself and how you started this business.

I grew up in the Sylacauga area, I'm married, and have 2 kids. I graduated from Auburn University and didn't always dream of being a photographer! What led me to photography was my son playing sports. I bought a new camera and thought it would be fun to take awesome pictures of him playing soccer. So I played with it and learned how to make better photos, which made me obsessed with learning more and bettering my "hobby."

How did Sweet Life Photography become what it is today?

2014 was my first official year of business and I didn't turn anything down- I did weddings, babies, everything. I experienced all of it to learn what I loved. From the beginning, I knew teens and Seniors were going to be my "thing." Senior year is so fun and there is so much to capture in this special

time of life. After that first year, Seniors and teens became my passion and focus. My teen clients capture milestone moments such as turning 13, Sweet Sixteen, and Senior Year. Then there are teens that just want professional, beautiful photos along the way.

What's the best part of your job?

The best part of my job is being able to provide an experience that you know is going to create the confidence that lacks in our younger adults today. It is an unreal pressure that the kids feel today and they need to understand that all they need to do is be themselves. I strive to show that to them by taking time to really get to know my clients so that I can showcase their personalities during a photo shoot. They may walk in with some hesitation, but they leave feeling like a million bucks! That's my goal.

What is the most challenging part of owning your own business?

Being a one-man show. I wear all of the hats for my business: accounting, marketing, planning, photographer, editor. Keeping it all going and continuing to grow to the next level is definitely a challenging part of being a small business owner.

What's your favorite thing to capture right now?

One of my favorite things right now are editorial and studio sessions. Studio sessions trended out a while ago, but they are making a major comeback. These images have a magazine and modeling feel to them and are done in my studio at home. Some girls want this to be incorporated as a part of their Senior session, and some use them for model opportunities.

What do you do in your down time?

If I have down time, I hang out with my family. I have a son in college and a daughter in high school, so we follow them around for practices and games and we love it. We have a farm, so free time can also be used taking care of it as well. We are big lake people and can be found there in the summer!

What do you still want to achieve?

This year, I am opening my services up to a few new things that I'm excited about. Modeling portfolios is one. These are for someone who is pursuing a modeling career. I am also adding business headshots and business branding sessions. I feel that is something that is lacking in our area and it's a service I'm eager to offer to help businesses grow!



Sweet Life Photography Studio Editorial