# Nov 12th

# ESTIMATING

# INVOICING

# GET QUICK BOOKS KEEP TRACK OF YOUR CHECKS HERE

# ESTIMATING

# I USE FILE MAKER

Date
3/10/2013

To

Estimate #
2375-E2 AP

Agency P.O.#

Attn:

Agency Job #

Description of job and intended uses:

Shoot Dates
June 11-13

7 Photos 1-NCS Woman on phone. 2-Wharehouse shots 3-Conference room making presentation. 4-Home delivery shot. 5-Special Services delivery at ER. 6-Tractor Trailer shot 7- Background for Tractor Trailer. 8-Truck on city street.

Usage: Two year Unlimited advertising.

Valid Until
4/9/13

Art Director

Client

Product

818-957-9002
2629
Foothill Blvd.
#366
La Crescenta,
California
91214

| | | |
|---|---|---|
| A Production Crew | | $4,312.50 |
| B Casting | | 977.50 |
| C Prop,Wardrobe and Set Stylist | | 2,875.00 |
| D Make Up | | 0.00 |
| E Digital Capture | Digital capture | 450.00 |
| F Digital Downloads | | 450.00 |
| G Studio Equipment | | 1,380.00 |
| H Talent Fees | | 5,589.00 |
| I Animals | | 0.00 |
| J Props | | 1,437.50 |
| K Wardrobe | | 345.00 |
| L Sets | | 0.00 |
| M Location Travel Expenses | | 16,905.00 |
| N Insurance | | 769.58 |
| O Messenger Trucking | | 172.50 |
| P Misc | | 1,150.00 |
| Retouching | | 2,300.00 |
| | | 0.00 |
| | | |
| Subtotal of Expenses | | 39,113.58 |
| Summary of Fee's | | |
| Q. Creative Fee | | |
| Additional Usage Fee | | |
| Pre-Production Fee | | |
| | | |
| Production Subtotal | | 39,113.58 |
| Sales/Use and Transit Tax | | 0.00 |
| Production Total | | 39,113.58 |
| Cash advance | | 35,000.00 |
| Balance Due | 30 Days from shoot date. | 4,113.58 |

Usage: Two year Unlimited advertising.

(Clients Approval)

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Talent reflects one year usage only, any additional usage must be negotiated by

Date

3/10/2013

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Shoot Dates

June 11-13

Valid Until

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Art Director

Client

Product

818-957-9002

2629

Foothill Blvd

To

Attn:

Description of job and intended

7 Photos 1-NCS Woman on phone. 2-
presentation. 4-Home delivery shot. 5
shot 7- Background for Tractor Traile
Usage: Two year Unlimited advertising

| | |
|---|---|
| A Production Crew | |
| B Casting | |
| C Prop,Wardrobe and Set Stylist | |
| D Make Up | |
| E Digital Capture | Digital capture |
| F Digital Downloads | |
| G Studio Equipment | |
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| I Animals | |
| J Props | |
| K Wardrobe | |
| L Sets | |
| M Location Travel Expenses | |
| N Insurance | |

To

Estimate #
2375-E2 AP

Attn:

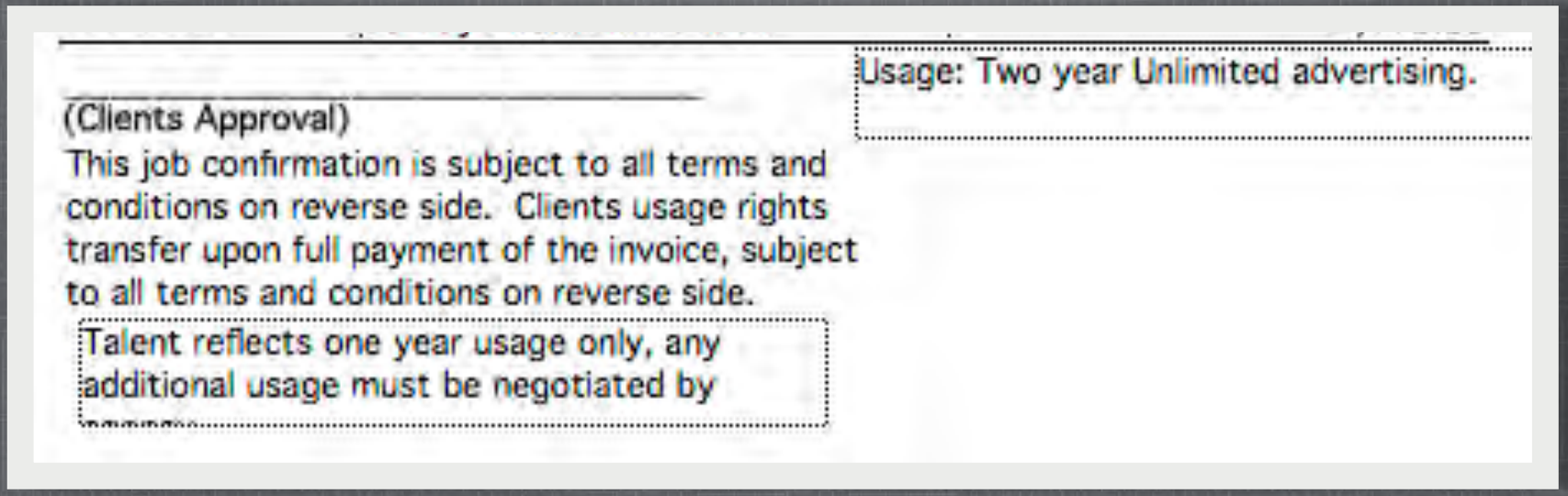
Description of job and intended uses:

7 Photos 1-NCS Woman on phone. 2-Wharehouse shots 3-Conference room making presentation. 4-Home delivery shot. 5-Special Services delivery at ER. 6-Tractor Trailer shot 7- Background for Tractor Trailer. 8-Truck on city street.

Usage: Two year Unlimited advertising.

| | | |
|---|---|---|
| A Production Crew | | $4,312.50 |
| B Casting | | 977.50 |
| C Prop,Wardrobe and Set Stylist | | 2,875.00 |
| D Make Up | | 0.00 |
| E Digital Capture | Digital capture | 450.00 |
| F Digital Downloads | | 450.00 |
| G Studio Equipment | | 1,380.00 |
| H Talent Fees | | 5,589.00 |
| I Animals | | 0.00 |
| J Props | | 1,437.50 |
| K Wardrobe | | 345.00 |
| L Sets | | 0.00 |
| M Location Travel Expenses | | 16,905.00 |

# CLIENT APPROVAL



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# A. CREW

Prep Time

| A. Crew | Days | Rate | Estimate | Actuals |
|---|---|---|---|---|
| 1st Assistant | 6 | 350.00 | 2,100.00 | 4,057.72 |
| 1st Assistant | 3 | 300.00 | 900.00 | |
| 1st Assistant | 3 | 250.00 | 750.00 | |
| | | | | |
| OT | | | | |
| | | | $3,750.00 | 4,057.72 |

# B. CASTING

| B. Casting | QT | Rate | Estimate | Actuals |
|---|---|---|---|---|
| Casting Facilities | 1 | 350.00 | 350.00 | 350.00 |
| Casting Assistant | 1 | 250.00 | 250.00 | 250.00 |
| Casting Fee | 1 | 250.00 | 250.00 | 250.00 |
| | | | | |
| | | | | |
| | | | $850.00 | 850.00 |

# C. STYLIST

| C. Stylist | Days | Rate | Estimate | Actuals |
|---|---|---|---|---|
| Stylist | 5 | 500.00 | 2,500.00 | 2,500.00 |
| | | | | |
| | | | | |
| | | | $2,500.00 | 2,500.00 |

# D. MAKE UP

| ). Make Up | Days | Rate | Estimate | Actuals |
|---|---|---|---|---|
| Make Up | | | | |
| | | | | |
| | | | | |

# E. DIGITAL CAPTURE

| E. Digital Capture | QT. | Price | Estimate | Actuals |
|---|---|---|---|---|
| Digital capture | 3 | 150.00 | 450.00 | 450.00 |
| digital tech | | | | |
| | | | | |
| | | | | |
| | | | $450.00 | 450.00 |

# F. DOWNLOADS OR ARCHIVING

| Digital Downloads | QT | Price | Estimate | Actuals |
|---|---|---|---|---|
| igital Prints | 3 | 150.00 | 450.00 | 450.00 |
| | | | | |
| | | | | |
| | | | | |
| | | | $450.00 | 450.00 |

# G. STUDIO EQUIPMENT

| G. Studio Equipment | QT | Price | Estimate | Actuals |
|---|---|---|---|---|
| equipment Rental | 3 | 400.00 | 1,200.00 | 465.69 |
| | | | | 800.00 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | $1,200.00 | 1,265.69 |

# H. TALENT

| H. Talent Fees | QT | Hours | Price | Estimate | Actuals |
|---|---|---|---|---|---|
| NCS woman | 1 | 3 | 150 | 450.00 | 3,600.00 |
| comference room | 4 | 3 | 150 | 1,800.00 | |
| Home delivery | 2 | 3 | 150 | 900.00 | |
| special services | 2 | 3 | 150 | 900.00 | |
| | | | | | |
| Agency Mark up | | | | 810.00 | |
| | | | | $4,860.00 | 3,600.00 |

# I. ANIMALS

| Animals | Days | Rate | Estimate | Actuals |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

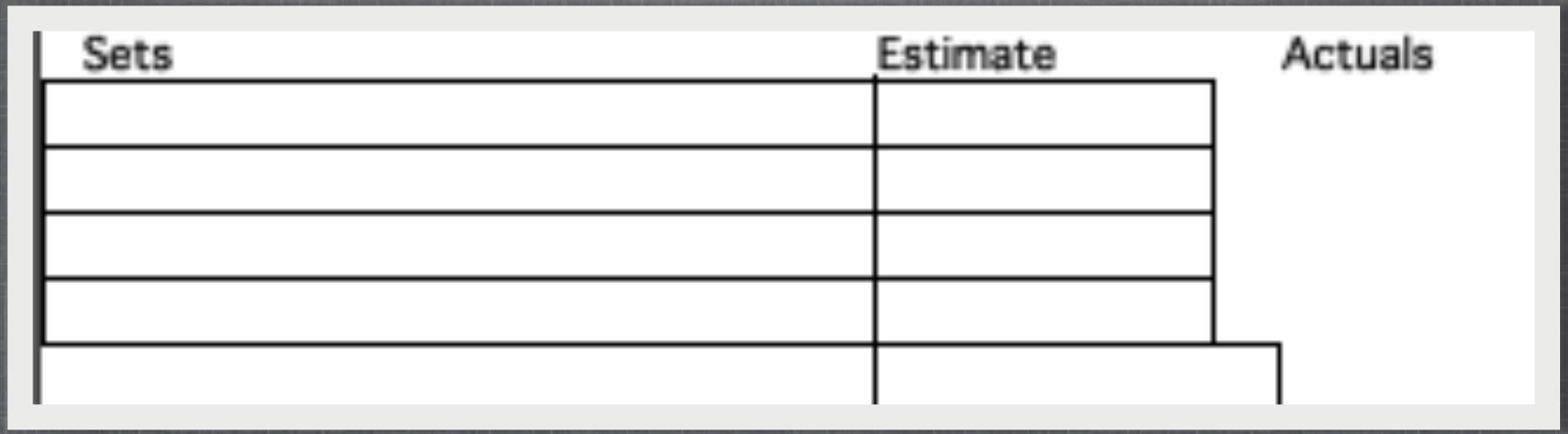
# J. PROPS

| Props | Estimate | Actuals |
|---|---|---|
| Home delivery | 300.00 | 1,054.48 |
| Special services | 550.00 | |
| msc | 400.00 | |
| | | |
| | $1.250.00 | 1.054.48 |

# K. WARDROBE

| Wardrobe | Esti mate | Actuals |
|---|---|---|
| | 300.00 | 328.50 |
| | | |
| | | |
| | | |
| | $300.00 | 328.50 |

# L. SETS



# M. LOCATION

| Location Travel | Estimate | Actuals |
|---|---|---|
| Location Scout | 1,500.00 | 1,500.00 |
| Location Scout Expenses | 600.00 | 600.00 |
| ER Warner brothers Home delivery | 7,000.00 | 10,346.23 |
| motor home | | 600.00 |
| Freeway overpass | 1,600.00 | 6,019.84 |
| on city street delivery | 2,500.00 | |
| car | | 405.86 |
| Julene 2000 sd 450 | 1,500.00 | 1,500.00 |
| | $14,700.00 | 20,971.93 |

# N. INSURANCE

| Insurance | Estimate | Actuals | |
|---|---|---|---|
| Insurance | 669.20 | 684.20 | |
| airport ins | | | |
| | $669.20 | | 684.20 |

# O. MESSENGER & TRUCKING

| Messenger Trucking | Estimate | Actuals |
|---|---|---|
| | 150.00 | 80.00 |
| | | 39.50 |
| | | |
| | $150.00 | 119.50 |

# P. MISC

| Misc | Estimate | Actuals |
|---|---|---|
| Catering | 1,000.00 | 1,249.70 |
| | | |
| | | |
| | $1,000.00 | 1,249.70 |

# Q. RETOUCHING

| Misc 1,2 &3 | | Actuals |
|---|---|---|
| Retouching | 2,000.00 | 2,000.00 |
| | | |

# CREATIVE FEES

| Summary of Fee's | |
|---|---|
| Q. Creative Fee | |
| Additional Usage Fee | |
| Pre-Production Fee | |
| | |

# CASH ADVANCE

#366
La Crescenta,
California
91214

| | | |
|---|---|---|
| P Misc | | 1,150.00 |
| Retouching | | 2,300.00 |
| | | 0.00 |
| | | |
| Subtotal of Expenses | | 39,113.58 |
| Summary of Fee's | | |
| Q. Creative Fee | | |
| Additional Usage Fee | | |
| Pre-Production Fee | | |
| | | |
| Production Subtotal | | 39,113.58 |
| Sales/Use and Transit Tax | | 0.00 |
| Production Total | | 39,113.58 |
| Cash advance | | 35,000.00 |
| Balance Due | 30 Days from shoot date. | 4,113.58 |

Usage: Two year Unlimited advertising.

(Clients Approval)

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All commissions are accepted subject to the terms and conditions below; and the reproduction rights are limited as follows:

1. Definition: This agreement is between the "Photographer" (author of the photographs) or authorized "Representative" named on the face of this letter and the "Client" who is the commissioning party which the agency represents for the purpose of this agreement.

2. Estimated Fees and Expenses: The estimated fees and expenses are for the original layout and job description only and for the uses agreed. Any changes are subject to separate agreement. The Client and its agents are jointly and severally responsible for payment of fees and expenses.

3. Cancellation and Postponements: The Client is responsible for payment of all expenses incurred up to the time of cancellation or postponement, plus 50% of the Photographer's fee. If notice of cancellation or postponement is given less than two business days before the shoot date, the Client will be charged 100% fee. Weather postponements: Unless otherwise arranged, the Client will be charged 100% fee if postponement is required due to weather conditions on location and 50% fee if postponement occurs before departure to location.

4. Client Representative: The Client is responsible for the presence of an authorized representative at the shoot to approve the Photographer's interpretation of the commission. If the Client representative is not present, the Photographer's interpretation shall be deemed acceptable.

5. Overtime: In the event that a shoot extends beyond eight consecutive hours the Photographer may charge for such excess time of assistants and freelance staff at the rate of one-and-one-half their hourly rate.

6. Reshoots: (a) The Photographer will charge 100% fee and expenses for any reshoot required by the Client. (b) For any reshoot required because of an act of God or the fault of a third party, Photographer will charge no additional fee and Client shall pay all expenses. (c) If the Photographer charges for special contingency insurance (such as Photo Pac) and is paid in full for the shoot, the Client shall not be charged for any expenses covered by insurance. A list of exclusions from such insurance will be provided on request.

7. Indemnity: The Client shall indemnify the Photographer and Representative against any claims and damages, including reasonable counsel fees, arising from the Client's use of the photographs and the Photographer's or Representative's use of material or instructions of the Client.

8. Grant of License and Copyright Notice: Reproduction rights are conditioned on receipt of payment in full and use of proper copyright notice. All rights not expressly licensed remain the exclusive property of the Photographer. Unless otherwise stated on the face of this invoice, duration of grant of license is one year from invoice date and limited to use in the United States of America.

9. Return of Photographs: Unless otherwise stated, all originals must be returned to the Photographer in their original unaltered condition by date of first publication and no other use, other than reproduction, may be made with these originals. If original photographs are lost or damaged Client shall pay the Photographer $1,500.00 per original.

10. Terms of Payment: Invoices are payable upon receipt. The maximum finance charge according to law is applied on any balances unpaid after 30 days.

11. Miscellaneous: The Client may not assign or transfer the rights licensed herein. Any modifications of these terms must be in writing and signed by each party. This agreement is made under and shall be governed by the laws of the state where Photographer's principal place of business is located.

# VIDEO ESTIMATING

Date

Agency P.O.#

Agency Job #

Shoot Dates

Valid Until

Art Director

Client

Product

818-957-9002
2629
Foothill Blvd.
#366
La Crescenta,
California
91214

To

Estimate #
2406-E3

Attn:

ID #

Description of job and intended uses:
Three day shoot. Day One: Photographs of school children at Academy. Images of each age group. Day Two: Video for Virtual tour at same location. Day Three: Video and Stills at a different school location.

| | Total |
|---|---|
| Jay P. Shoot fee for 3 days | |
| Jay P. Prep Fee 500 a day for 3 days Includes scouting location | 1,500.00 |
| Assistant for 5 days. 1 day -Packing equipment, 3-Shoot days, 1-Unpack | 1,500.00 |
| 2nd Still Assistant 1 Day at 250.00 Photo Day only | 250.00 |
| Camera Assistant 2 days at 350.00 Video Days | 700.00 |
| Sound Person 2 days at 350.00 a day Video Days | 700.00 |
| Camera rental 3 days | 450.00 |
| Lighting rental 3 days | 600.00 |
| Sound Equipment rental | 300.00 |
| Lunch for Crew 3 days to be provided by client | |
| Insurance | 313.46 |
| Posting of images to web galleries | 225.00 |
| | |
| | |
| Clothing | |
| Wardrobe Stylist 3 days | 1,500.00 |
| 1 Prep Day 1 return day | 1,000.00 |
| Wardrobe cost - children's shirts, variety of shirts in different sizes | 850.00 |
| | |
| Editing for Video | 1,200.00 |
| Title artwork | 450.00 |
| Music | 200.00 |
| Writer | 1,000.00 |
| Color Correction | 300.00 |
| Production Subtotal | 13,038.46 |
| Sales/Use and Transit Tax | 1,271.25 |
| Production Total | 14,309.71 |
| Cash Advance | |
| Balance Due 30 Days from shoot date. | 14,309.71 |

Agency Job #

Shoot Dates

Valid Until

Art Director

Client

Product

818-957-9002

2629

Foothill Blvd.

#366

La Crescenta,

California

91214

Description of job and intended uses:

Three day shoot. Day One: Photographs of school children at Academy. Images of each age group. Day Two: Video for Virtual tour at same location. Day Three: Video and Stills at a different school location.

| | Total |
|---|---|
| Jay P. Shoot fee for 3 days | |
| Jay P. Prep Fee 500 a day for 3 days Includes scouting location | 1,500.00 |
| Assistant for 5 days. 1 day -Packing equipment, 3-Shoot days, 1-Unpack | 1,500.00 |
| 2nd Still Assistant 1 Day at 250.00 Photo Day only | 250.00 |
| Camera Assistant 2 days at 350.00 Video Days | 700.00 |
| Sound Person 2 days at 350.00 a day Video Days | 700.00 |
| Camera rental 3 days | 450.00 |
| Lighting rental 3 days | 600.00 |
| Sound Equipment rental | 300.00 |
| Lunch for Crew 3 days to be provided by client | |
| Insurance | 313.46 |
| Posting of images to web galleries | 225.00 |
| | |
| | |
| Clothing | |
| Wardrobe Stylist 3 days | 1,500.00 |
| 1 Prep Day 1 return day | 1,000.00 |
| Wardrobe cost - children's shirts, variety of shirts in different sizes | 850.00 |
| | |
| Editing for Video | 1,200.00 |
| Title artwork | 450.00 |
| Music | 200.00 |
| Writer | 1,000.00 |
| Color Correction | 300.00 |
| Production Subtotal | 13,038.46 |

# WEDDING PRICING

# PORTRAIT PRICING

# SITTING FEE

# TURN AND BURN

# PRINT PRICES

# LOOK AT COMPETITION

# WEDDING PRICES

# PACKAGES

# LOOK AT COMPETITION

# ITS TIME TO START GETTING WORK

# ITS A SLOW PROCESS SO WE MUST START SOON

# THE FOUNDATION

# "THE DAILY ROUTINE FOR SUCCESS"

# THERE ARE THREE LEVELS OF PEOPLE YOU CAN REACH

# LEVEL 1

# PEOPLE YOU KNOW

# FROM CHURCH

# KIDS SPORTS TEAMS

# CLUBS & ORGANIZATIONS

# NETWORKING

# BE WHERE PEOPLE YOU WANT TO REACH ARE AT.

# JOIN ORGANIZATIONS THAT HAVE THE PEOPLE YOU WANT TO WORK WITH.

# BUSINESS CLUB FOR VIDEO AND COMMERCIAL

# PTA FOR SENIORS

# ART DIRECTORS CLUB

# CALL ON THE MAYOR I WANT TO BE THE OFFICIAL VIDEOGRAPHER OF YOUR TOWN.

# ALWAYS HAVE CARDS

# ASK LEADING QUESTIONS
# WHAT DO YOU DO FOR WORK?

# LEVEL 2

# BUSINESS IN YOUR AREA DOOR TO DOOR

# MOM AND POP PLACES

# LEAVE CARD AND SHOW INTEREST IN THEIR BUSINESS

# GET A CARD AND FOLLOW UP WITH A MAILER OR CALL

# COTTAGE INDUSTRIES

# TIE GUY NEXT DOOR

# SHOOT SOMETHING FOR FREE

# SEND THANK YOU FOR YOUR TIME WITH A PHOTO OF THEIR BUSINESS

# LEVEL 3

# MAIL TO THE LARGER BUSINESSES IN YOUR AREA

# MAKE A LIST OF THESE PEOPLE

# LOOK FOR THE PERSON IN CHARGE OF MARKETING

# CALL ART DIRECTORS FOR COMMERCIAL WORK

# CALL ART BUYERS FOR EDITORIAL

# WEDDING PLANNERS AND CATERER FOR WEDDINGS

# MAIL A PROMO CARD TO THEM

# FOLLOW UP WITH A CALL!

# FACEBOOK TARGET THEM
# MORE ON THIS TO COME

# DAILY ROUTINE FOR SUCCESS APPLIED

# How to reach these three groups of people!

# EACH MORNING RESEARCH AND MAIL OUT 5 PROMOS TO NEW BUSINESSES WEDDING PLANNERS OR ART BUYERS

# CALENDAR

# SELF PROMOS

Jay P. Morgan
Jay P. Morgan Pictures Los Angeles, CA 818-957-9002
Website http://www.jaypmorgan.com
Blog http://jaypmorgan.tumblr.com

# PRINT RUNNER OR UNIVERSITY PRINTING

# MAKE ALL CALLS TO THE PAST PROMOS YOU SENT OUT

# MAKE 10 CALLS
# 5 TO MOM AND POP BUSINESS
# AND
# 5 NETWORKING CALLS

# HIT THE STREETS AND CONTACT 10 MOM AND POP BUSINESSES

# PASS OUT 5 BUSINESS CARDS TO PEOPLE THAT YOU MEET THAT DAY.

# GET PARTS 1 AND 2 DONE BY NOON

# IF THIS IS TAKING TO LONG REDUCE THE NUMBERS

# THE NEXT DAY START AGAIN

# TRACKING YOUR CALLS IN CONTACTS ON MAC

# APPLY THE DAILY ROUTINE FOR SUCCESS. FOR ONE MONTH

# USE HANDOUT TO KEEP A LOG

# ASSIGNMENT
# ESTIMATE THE COMP
# DUE MARCH 3RD

45

# The End