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Scuba Emporium

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1990 Macro Photography

Why Macro Photography?

Cameras were selling but the accessories were not, so I needed to develop a program to make that happen. I learned that people were slow to purchase add on because they had no idea of how to use them. So putting together this program was important, to our sales and service, as well as a great way to increase our camera business. I started by taking photos of things like fish eyes and small stuff like crawfish. But I was able to bring out the color and detail in such a way that people a lot of times did not believe it was an underwater shot. Once done I put together a book on the counter in the store to show people all the cool photos they can take. I then wrote an outline that allowed me to introduce these skills and macro use in a pool and then we headed to the lakes and worked on small stuff. I carried small toys with me so if we had an off day and did not see much I was able to complete the course. I truly enjoy shooting Macro Photography and just love the detail in the close up shots. Patience and timing is very thing in a macro shot as you will learn.