

Interview with Jade Langton-Evans a photographer and an entrepreneur

Jade Langton-Evans specializes in bespoke natural and beautiful photography for weddings, maternity, babies, children and family, as written in her biography. She is not only a very talented photographer but she has also started up her own successful business at a very young age. Turning her hobby into her dream job. She is a great example of how following your dreams can pay off, so keep the inspiration flowing.

Christy R.: Tell me a bit about your business and what introduced you to photography?

Jade: I have always been in love with beautiful artwork and enjoyed being expressive through this medium for as long as I can remember. I was fascinated by my granddads old twin lens reflex camera which I played with when I was a child but leading on from this I initially was introduced to photography when I was working on a project and my teacher gave me a digital camera and encouraged me to bring photography into the project which I was working on which included lots of colour, pretty skies and clouds. I began to enjoy capturing images through the lens, which in turn inspired me within my project. This then led me to learn more about photography from which I went to college and studied the more traditional photography with film. My parents saw my love for photography grow and they bought me an SLR Nikon film camera one Christmas.

I fell in love with black and white photography and the kinds of quality of images that were produced. I spent hours in the dark room developing new reels of film and feeling excited at what I had captured on my negatives.

I decided that what I loved photographing the most were people. Every single person is different and fascinating in their own way and I loved to be able to capture stories and expressions as well as emotions. There are so many inspirational photographers and artists out there and I embraced visually others work.

I took my camera along with me pretty much every where I went and really enjoyed capturing natural moments of laughter as opposed to sitting there are smile, this led to me photographing several friends weddings alongside children's portraits. When I was in college working on projects they just didn't really seem to be working out for me. All I thought about was how much I loved capturing real love, emotion, happiness and expressions and I longed to be doing this. One of my teachers saw my flare and was convinced that I should pursue what I loved to do.

It took me a few years to get me to the point where I am today, I worked and learnt some things from professionals and also became a manager at a big photography company from which I felt in my heart it was time for me to flee and start out for myself. I must add this is one of the hardest things I have ever done in my life!

I had been taking on weddings and portraits when I could fit them in alongside my fulltime job, but I wanted to be able to give my clients an experience that included my whole heart and soul. It takes a long time to develop a style that people understand you.

I now specialise in maternity, new born, child and family, and take on a limited amount of weddings a year.

The steps I took into starting the business were the biggest; taking the lunge into actually working and being self-reliant for myself.

I had to set up my business; I had a business advisor who helped me to take the initial steps into making a business plan etc. I had to look into all sort of insurances, buy more equipment and over time build up spares of everything. Have a professional website built. Setting up paying for advertising, wedding fares etc. which I might add cost a lot, I don't think I really realised how much money I would have to spend, and for photography it can get very expensive. Also props and blankets etc. for babies and kids too.

What a huge learning curve it is and I still have so much more to learn which is all part of the fun!

Christy R.: What advice do you have for others?

Jade: The biggest piece of advice I could possibly give is:

Don't ever think it's easy! Photography is one of the biggest competitive markets that are out there. Be ready for hard work, hard work and more hard work!

You will see people undercutting prices to get clientele, bad mouthing other people, and people willing to give everything for nothing just to get a job, I'm lucky to say that most professionals I have come into contact with have been genuinely lovely and are just trying to do their best too, not only enjoy their job but also make a living of it too, but unfortunately there are always those who spoil it for others just like with everything else.

When starting any new business you have to be aware of what is around you and are able to offer something unique to stand out from the crowd.

Christy R.: What is your biggest accomplishment to date?

Jade: I have been very lucky in my first year of business to have some wonderful accomplishments. Such as my work being featured on some of the top wedding and baby blogs on the UK.

I had an email just this week from a magazine hoping to feature my maternity and new-born work with them, which is pretty big so I'm really excited about that! I have also taken bookings not just locally but from all over the UK and booked my first family session who are coming all the way from Russia!

Christy R.: What is the most difficult thing about running your own business?

Jade: I think the most difficult thing about running a business is being able to stand out from the crowd constantly against the competition. I think especially when there are so many people trying to be different and inspiring and it takes a long time to become established and known for a particular area you have to be on your toes all the time and sometimes it feels like I'm sleeping, eating and breathing photography and hoping that people can find me in between the sea of other artists. It goes to say though that I'm very blessed in the respect that most of my clientele have found and booked me because of images they have seen of their own friends and family and it soon becomes a huge link.

Christy R.: What inspires you?

Jade: Oh wow, where do I start! All my clients are in awe of some of the ideas I come up with and always ask, how did you think of that?

What starts my ideas off can be something very simple such as beautiful scenery, pretty things, books, good use of light, photographs, people, window displays, seasons and life in general and a big one is my clients! My work is really focused on them so I bring a piece of them into each individual session.

I regularly take time out to chill such as walking in the countryside when I'm busy because your brain can get so bogged down with editing, replying to emails, sorting out samples, and albums etc. etc. that you have to remind yourself daily why you love what you do.

If I can take some quiet time regularly to think in peace it floods my mind with new inspirations to enable to keep creating new ideas. I also think it's important to keep being inspired because it's the key to your creativity. If I wasn't inspired I genuinely would not be able to capture emotion and love, which I do in my images.