FREE FROM TROVEMAN

The Heirloom Starter Pack

The kit list and the Troveman oval



01 The Heirloom Kit

02 The Troveman Oval

From Philip Winham

A Note from Philip

Howdy, friends!

First, I just want to say how grateful I am that you're here. If you had told me a few years ago that heirloom photography would become such a meaningful part of my business, I probably wouldn't have believed you. I still remember posting my very first heirloom portrait and watching it take off online. That moment told me I'd stumbled onto something different. From how I photographed and edited to the final printed heirloom, people were really connecting with it.

But beyond the response online, what changed everything was realizing the value of creating something tangible. I wasn't just delivering digital files anymore. I was creating something families could hold, display in their homes, and pass down for generations. That changed the way I thought about my work and what it was worth. I began offering heirloom sessions at $400. Today, my sessions start at $550, and through traveling pop-ups, photographing 8 children in a single day can generate $4,400 in session revenue. What I love about heirloom photography is that it allows us to build a sustainable, profitable business while creating something that only grows in meaning over time.

And that's why I created Troveman. To share what I've learned, show other photographers what's possible, and invite you to begin creating heirlooms of your own. I believe photographs are among the most meaningful things we leave behind, and there's something incredibly rewarding about creating work that will become part of a family's history. My hope is that this starter pack gives you a glimpse into what's possible, both creatively and financially. I'm grateful you're here, and I can't wait to see what you create.



Philip Winham

FOUNDER OF TROVEMAN

AS FEATURED IN

People NBC NEWS Newsweek

The Heirloom Kit

You don't need a new camera. Start with the one you have. Here's what Philip uses, and a cheaper way in.

WHAT	WHAT PHILIP USES	STARTING OUT
Camera	Nikon Z7 II	The camera you already own
Lens	Nikon 50mm	Any 50mm lens
Flash	Profoto A10	Godox V1
Trigger	Profoto Connect	Godox XPro TTL, in your camera's mount
Reflector	Impact 5-in-1, 42" round	Any 5-in-1 round reflector
Backdrop	Impact collapsible fabric, 5 × 7'	Any collapsible fabric backdrop

> *"The Profoto flash is definitely an investment and you do not have to go the expensive route. You don't have to do that. There's other cost effective options out there like the Godox is great."*
>
> — PHILIP

You probably own some of this already

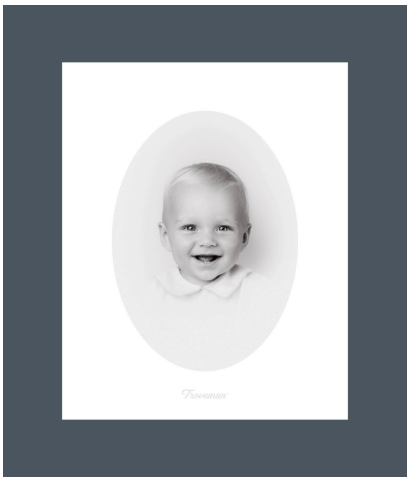
- **A camera and a 50mm lens.**
- **An iron or a steamer**, for the backdrop and the outfit.
- **A seat:** an ottoman, a pouf, or a sturdy stool.
- **A light stand.** If you ever owned a speedlight, it's in a closet.

> **The full kit list, and how Philip sets it up and lights it, is in the course.**

The Troveman Oval

Philip's white oval mat, for social media. Put a finished heirloom behind it and people can see what the matted print will look like.

The file: `Troveman-White-Oval.png`, included. An 8 × 10 at 300 ppi with a clear 5 × 7 oval and a small Troveman mark under it. Posting one? Tag **@trovemanheirlooms**.



THE OVAL, WITH ONE OF PHILIP'S HEIRLOOMS

In Canva

1. New design, **1080 × 1350 px** (a feed post, same shape as the mat).
2. Add your photo first and size it to fill the frame.
3. Add the oval on top and stretch it from a **corner** handle to cover the canvas. Side handles warp it.
4. Right-click the oval → **Bring to front**. Nudge your photo into place.
5. **Share → Download → PNG.**

In Photoshop

1. **File → Open** the oval (your canvas), then **File → Place Embedded** your heirloom.
2. Drag the photo **below** the oval in the Layers panel.
3. **Cmd+T** / **Ctrl+T** to scale it up until the face fills the oval, then **Export As → JPEG**.

Positioning the face

- **Eyes a little above center**, roughly the upper third of the oval.
- **Center the face** side to side. Slightly off reads as crooked.
- **Push in.** Go tighter than feels right.

THE FULL COURSE

The Troveman Heirloom Approach.

Everything this pack leaves out: the light, the session, the edit, and the finished oval print.

- **27 video lessons** across five modules, with lifetime access
- **The full kit list**, and exactly how Philip sets up and lights his studio
- **Troveman heirloom presets**, color and black and white
- **An 85-page handbook**, plus a PDF guide for every stage, from the session to the print
- **Client email templates** and a pricing worksheet
- **Five assignments.** The last one is booking a paying client.

Enroll at troveman.com

14-day money-back guarantee.

Troveman™