

# WHY HIRE A PROFESSIONAL

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*FOUR REASONS WHY HIRING A PROFESSIONAL  
IS THE BEST DECISION YOU COULD MAKE*






## REASON ONE

# WE'VE ONLY GOT ONE SHOT

These days, anyone with a smartphone can claim to be a photographer. Anyone can snap a shot at the push of a button, save, and share that image immediately. But this isn't just about taking a quick snap - this is about taking the right snap. When you're capturing a special moment, most likely a once-in-a-lifetime moment, never to be recreated again, you don't want just anyone behind that lens. You want an experienced professional.

Why? Well, when it comes to documenting something very important in your life, you want to be completely sure that when the shutter snaps, the person behind it has done this many times before. A true professional photographer has taken countless photos in a vast array of lighting circumstances, weather conditions, backgrounds, subjects, and with a multitude of distractions,



*REASON TWO*

## IT'S NOT THE CAMERA

A common misconception about photography is that the outcome of an image is dictated by the quality and expense of the equipment taking it. This couldn't be farther from the truth; in fact, if you gave an experienced photographer a pinhole camera and an amateur an expensive digital setup, chances are the experienced photographer with the pinhole camera will produce more artistic, pleasing images than the amateur. Great imagery truly has very little to do with the equipment taking it. An experienced photographer's eye for angles and light will go many times farther in terms of producing an amazing image than any special kind of equipment.



### REASON THREE

## IT'S AN ART FORM

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When you hire a professional photographer, you're not just hiring a technician - you're hiring an artist! Photography can get pretty technical, but in the end, it's an artform.

When you view a photographer's portfolio online or during an in-person consultation, you're most likely swooning over their personal style, which has taken them many years, experimentation, and hard work to perfect.

Unlike just anyone with a camera, you can also expect a professional to reproduce this style again for your images.

Only through years of experience can a professional photographer produce a consistent artistic "look". If you want your images to look like the images you see in a portfolio, your best bet is to hire a professional.


## REASON FOUR

# IT'S A PROCESS

A truly experienced professional photographer knows that photographing a wedding or portraits isn't just about taking pictures; it's a process. Providing a stress-free, smooth client experience takes time to cultivate. Asking the right questions to make sure the photographer and client are on the same page is just as important as having technical skills behind the lens. Professionals understand how to make clients comfortable in front of the camera while working within strict time limits and capturing all the important moments

Professionals can also confidently offer realistic timeframes for deliverables, offer high-quality photo prints and products that aren't available to the general public, and can color correct images for printing so they look their absolute best on your wall or in your photo album. From an initial consultation all the way to delivering a wall hanging, offering a photography service to clients is a long process that only a professional can deliver well.





*LET'S GET STARTED!*

## **READY TO BOOK?**

I can't wait to get started with you. Let's open the conversation with a free initial consultation! In it, we will go over my services, portfolio, and most importantly, your personal story, which I would be honored to tell through beautiful imagery.