

Sample Copy (2 pages) for photographer, 2007. Used as brochure / website copy to improve company image and increase sales of higher priced services.

Wedding Photography by (customer name)

The joy... the passion... the beginning of a lifetime. This is a moment in time that cannot just be recorded. Your wedding day has a spirit of its own, made up of love and beauty and humor. The light in someone's eyes... the comfort of what is known and the mystery of what is unknown. The photographer *must first be an artist* to see the moments in time that embrace the soul of this day... and then a *craftsman* to capture these visions in color, light, and mood. Your wedding day will be anything and everything but ordinary... your wedding photographer must also be extraordinary.

(Customer Name) brings the heart and soul of an artist together with the attention to detail and quality of the true professional photographer. In addition to the expected... beautiful portraits of all that is traditional and time-honored about weddings... with (Customer Name) the more candid, subtle, humorous, spontaneous and emotional moments also become treasured memories, with far deeper personal meaning. (Customer Name)'s artistic vision draws your family and friends' individual *personalities* and *relationships* out of their tuxedos and gowns in a way that ordinary wedding photography cannot.

A full-time professional photographer for 15 years, (Customer Name) dedicates his wedding photography to capturing the beauty and *complexity* of life's extraordinary moments with artistry, attention to detail, and above all passion. You can experience (Customer Name)'s artistic talent and vision, along with the personal thoughts behind these images, by visiting his ever-changing online gallery at [www\(businessname\).com](http://www(businessname).com).

The promise to *rise above the ordinary* demands a commitment of far more time and effort than an ordinary photographer can provide. This special day with so much beauty, emotion, and detail deserves to be seen through the eyes of an artist and immortalized with timeless imagery. Trusting your wedding day memories to (Customer Name) is the gift of a lifetime.

Contact (Customer Name) Photography at 626-000-0000

Sports Photography by (Customer Name)

Scholastic sports have become so much more than just a game. It's where young people reach for their best, where they build character, where they often first realize who they really are... and who they might be for the rest of their lives. Capturing the deeper *human meaning* in those life-changing moments is beyond the realm of ordinary photography. One must first be *an artist* to find the human spirit hiding in "the other side of the story" on the playing field... and then *a craftsman* to present these visions in light, color and detail.

(Customer Name) brings the heart and soul of an artist together with the attention to detail and quality of the true professional photographer. Far more than what is simply expected... crisp action shots capturing the athletes in motion on the field... (Customer Name) also seeks out and embraces the *unexpected*. The jolt of adrenaline in the eyes of a young man reaching for the goal line... the subtle pause before a pitch is thrown... the cartoonish humor in a confrontation between coach and an umpire. These moments are as much *the soul of the game* as the airborne athletes that lesser photographers settle for. (Customer Name)'s artistic vision tells the real story of your event, both from the 'action and excitement' side *and* the deeper *human* side in a way that ordinary sports photography cannot.

A full-time professional photographer for 15 years, (Customer Name) dedicates his sports photography to capturing the beauty and *complexity* of athletes in their element with artistry, attention to detail, and above all the passion of a storyteller. You can experience (Customer Name)'s artistic talent and vision, along with the personal thoughts behind these images, by visiting his ever-changing online gallery at [www\(businessname\).com](http://www(businessname).com).

Just as your athletes cannot succeed without putting everything they have into the game, the promise to *rise above the ordinary* demands a commitment of far more time and effort than an ordinary photographer can provide. These defining moments in sports, with so much action, subtlety, drama, and raw human emotions, deserve to be seen through the eyes of an artist and immortalized in treasured keepsake presentations.

Contact (Customer Name) Photography at 626-000-0000