

Engagement Portraiture: Master Techniques For Digital Photographers - Tracy Dorr

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This illustrative guide offers definitive proof that engagement photos should no longer be overlooked as a basic or included feature of a wedding package. A traditional rite of passage for engaged couples and a long-standing service provided by photography studios worldwide, engagement photo sessions allow photographers an early chance to get to know their clients prior to the event, make a memorable personal gift for brides and their families, and increase the clients confidence in the photographers work. With this in mind, this reference covers every aspect of achieving success from making the first consultation a smash to delivering finished products that ensure client satisfaction. Featuring inspirational examples from professionals at the top of their field, this valuable resource offers instructions on how to design signature collages, albums, and other merchandise as add-on products to a print order and how to incentivize the purchase of these products by clients through careful product packaging. Also included are tips for marketing a couples portraits to their friends and family, as well as for integrating the portraits into the wedding itself by adding them to wedding announcements, save-the-date cards, ceremony programs, and much more. Author: Dorr, Tracy Publisher: Amherst Media, Inc. Illustration: N Language: ENG Title: Engagement Portraiture: Master Techniques for Digital Photographers Pages: 00128 (Encrypted EPUB) / 00000 (Encrypted PDF) On Sale: 2011-09-01 SKU-13/ISBN: 9781608952274 Category: Photography : Subjects & Themes - Celebrations & Events Category: Photography : Careers

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