



Engagement Portraiture: Master Techniques for Digital Photographers (Paperback)

By -

AMHERST MEDIA, United States, 2011. Paperback. Book Condition: New. 278 x 216 mm. Language: English . Brand New Book. 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 client's confidence in the photographer's 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 couple's portraits to their friends and family, as well as for integrating the portraits into the wedding itself...



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