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HIRING A PHOTOGRAPHER?

What you think you're paying for:

- > Someone who can take photos

What you're actually paying for:

- > Someone who can create images that will meet your requirements

Plus:

- > Camera equipment
- > Lighting equipment
- > Computer equipment
- > Image editing software
- > Hundreds of hours of education and training required to operate all of the above effectively
- > An assistant to help carry and set-up equipment
- > Data storage and back-ups
- > Studio space or location fees
- > Transportation costs
- > Office rent and expenses
- > Promotion and website costs
- > Telephone and internet services
- > Income and sales tax
- > Business insurance

Not to mention:

- > A living wage so the photographer can pay for food, housing, and all other living expenses

Still think that hiring a professional photographer is expensive?

YOU GET WHAT YOU PAY FOR - So if you do hire a cheap photographer don't be surprised when they deliver terrible photos that you can't use!

PLEASE SHARE THIS AND HELP SPREAD THE MESSAGE