



THE
WEDDING SCHOOL

WHY WEDDING PHOTOGRAPHY?



FOR YOURSELF

- ▶ You get to own your own business
- ▶ You get to make your own rules
- ▶ You get to chart the course of your future
- ▶ It's a creative endeavor
- ▶ You are constantly learning and evolving
- ▶ You meet really interesting people
- ▶ It's very personally enriching



FOR THE INDUSTRY

- ▶ Education is important
- ▶ If we improve, our client experiences improve
- ▶ If we improve, the bar is set higher and higher
- ▶ Innovation and creation for the love of the art
- ▶ Understanding business and finance
- ▶ Running solid businesses allow you to care for your clients, and create freely

FOR THE COUPLE

- ▶ It marks the beginning of their family history
- ▶ Photos are what people run into burning houses to save!
- ▶ Documentation of family members for now, and for when they are no longer with us
- ▶ Visual remembrance of what you were like when you were newly married
- ▶ Your first family heirloom





FOR THE FAMILY

- ▶ For parents, it's a joyous moment when their family expands and enlarges
- ▶ For grandparents, who might not be with us much longer
- ▶ Families don't always get together all at once. At least not that often
- ▶ Parents and grandparents have friends, too!

FOR THE FUTURE

- ▶ For your future children
- ▶ For when your parents are no longer with you
- ▶ For when you forget how you began
- ▶ For generations not even born yet
- ▶and generations after that



FOR EVERYONE

- ▶ Love is love
- ▶ Celebrating love is a celebration of commitment, of family, of the future of our society
- ▶ The images we create are part of a bigger picture
- ▶ We are on the verge of a forgotten, lost generation of digital files. Don't let that happen. Print your work!



FOR ME

- ▶ “I want to build something that’s going to outlive me.”
— Hamilton
- ▶ I see great potential for diversification
- ▶ I genuinely like weddings
- ▶ I believe in prints and albums
- ▶ Pictures are meaningful to me in my own life

















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