

## Reasons to use a professional photographer:

### Why should you use a professional photographer?

- ❖ A Professional understands how to capture images that are right for their client. Their experience enables them to obtain successful results in any situation
- ❖ When you use a professional photographer you get the benefit of the photographer's experience, creativity, knowledge and insight.
- ❖ You are not just paying for an image you are paying for the photographer's skill and ability
- ❖ Knows that you will never regret having hired a professional and getting professional results, but you will regret, trying to "save money" and having your friend be the photographer
- ❖ Can put people at ease who aren't use to being in front of the camera
- ❖ There is so much more to photography than having an expensive camera. A professional will have a greater knowledge of the equipment & of various photographic techniques.
- ❖ Creates photographs, he doesn't take a picture and "hope it comes out."
- ❖ Has spent years studying every aspect of making a photograph.
- ❖ Knows what angles to shoot so that your pictures are the most flattering.
- ❖ Great photos do not happen by accident; a professional photographer will capture your special moments and transform them into beautiful memories.
- ❖ Knows that the price of the camera has nothing to do with the artistic quality of the photographer.
- ❖ Knows that you're not paying for a picture, or a set of pictures. You are paying for quality and a guaranteed level of service.
- ❖ A professional photographer's work in truth is only appreciated years after the moment, as we look back on the images taken as memories. Like all memories we relate to moments.
- ❖ Professionals need to be insured for their photography business. They carry public liability & professional indemnity. This is rarely the case with amateurs, part timers and friends.
- ❖ Equipment will be PAT tested. (Tested for electrical safety).
- ❖ They will be a qualified member of one or more professional associations. Ensuring a high quality of work and continual training.
- ❖ Will be CRB checked.

(The CRB service enables organizations in the public, private and voluntary sectors to make safer recruitment decisions by identifying candidates who may be unsuitable for certain work, especially that involve children or vulnerable adults)

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**Makes it fun. This isn't a job for him, it's a passion!**