

Mailer 1. June

Copy: Head shots.

Most of your clients need them – for company literature, for websites and for news releases. We're happy to do this kind of meat-and-potatoes photography and deliver your typical, good-looking photos. But as you can see, head shots don't have to look "typical." Give us some room for creativity and we'll deliver head shots that really stand out on the page.

Over the next few months, we'll be sending samples of other types of photography. We hope this first mailing reached the right person at your organization. If not, give us a call and let us know who that person is, or that you'd like to be removed from our mailing list. No sense wasting your time and our stamps.

[signed – Joe Smithberger]

Mailer 2. Hard Hat

Copy: Shooting executive portraits can be tough. The subject usually has a very specific image in mind, and it's up to you and the photographer to figure out what it is and deliver it.

Confident ... but not arrogant.

Focused ... but not humorless.

Approachable ... but not chummy.

Intelligent ... but not intellectual.

And make it snappy, because these are busy folks. They don't have a lot of time to spend on the shoot, and you'd better get right the first time.

Executives are consistently pleased with our portrait work. "Yep, you nailed it," is usually what we hear at the end of the shoot. With our total digital system, you and your client will know exactly what we've got before we wrap up. On-the-spot approval means we won't have to come back for a reshoot.

... Unless your client decides he needs to look less arrogant ... and just a bit more chummy.

[signed – Joe Smithberger]

Mailer 3. Bolt

Copy: If you're lucky, all of your clients manufacture visually stunning products that make great photos. But most of your clients probably make products that are really not all that exciting to look at.

It takes someone with a creative eye who knows their way around a camera to find a way to make even the most common items appear very uncommon.

At your location or in our studio, our total digital system gives you two big advantages. First, you see exactly what you've got before we wrap up the shoot and second, we can really crank out the photos.

No do-overs + Faster production = Lower costs for your next big job.

Give us a call and let's see if we can't find a new way to see your clients' products.

[signed – Joe Smithberger]

Mailer 4. Saabe

Copy: Annual Reports.

Two words that strike fear in the hearts of account execs. The AR is usually the number one image piece for the year, the one that the CEO takes a personal interest in. But how do you do something different this year, something to make the 2002 annual report a real standout ... something that will really take hold of their eyeballs?

Face it. Most people just look at the pictures and scan the copy. It's the pictures and design, not the words, that grab the readers' attention.

So maybe it's time for a new photographer, someone who can deliver the executive shots, facility photos and product images that will please the client, interest the shareholders ... and make you a hero.

[signed – Joe Smithberger]

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[signed – Joe Smithberger]

Mailer 6. Blank

Copy: Over the last few months, you've had a chance to see some of the work we've done for other clients. We kept the copy short because you're busy, and after all this really all about the images, not the words.

We hope you were impressed by what you saw – impressed enough that you'll give us a try the next time you're planning photography for a project.

We love making photos that make our clients look good. Talk to some of our clients and they'll tell you that we're easy to work with, do a great job and don't cost an arm and a leg. Hmm, what else could you ask for in a photographer?

Be sure to ask for me when you call.

Picture of the business card next to the phone.

[signed – Joe Smithberger]