

Writing Sample: Website Copy for a Fine Art Wedding Photographer (Tagline, Home Page, and About Page)

Home Page, with Tagline:

Wedding Photography at the Intersection of Love, Beauty and Art

When every shot is perfectly planned, expertly orchestrated, and artfully designed with a fine artist's attention to detail, your true beauty, happiness and undeniable love for one another will radiate from each and every photograph . . . *naturally*.

It happened. He asked. And you were beside-yourself, tears-spilling-down-your-cheeks, over-the-moon-happy to say "Yes, of course, Yes!!!"

Now the date has been set, the plans are in motion, and you're ready to find the perfect photographer to document this *very* special occasion.

And just like when you held out for the one true great love to share your life with, you don't want to work with just any photographer – you want to find "the one."

Because while each element of the big day is important, for you, gorgeous photography that commemorates your day with elegance, sophistication & a timeless sense of style is right up there at the top of your priority list.

And while you could choose any one of dozens of talented Arizona photographers, the truth is, while skill and experience are of course non-negotiable, what you're *really* looking for is that, plus something *more*. **[*Bold copy links to About page, with more information about Rachael's philosophy, style and approach to working with clients, etc.*]**

Hi, I'm Rachael Koscica, an Arizona fine art wedding photographer who specializes in working with modern young first-time brides who want fine art quality photography, a friendly partner in the planning process, and someone who can make them feel relaxed, at ease, and naturally beautiful in every single shot.

I apply my fine art background, years of experience, and design skills to create a one-of-a-kind record of your day, where each image stands on its own as a classic, yet contemporary, work of art.

To learn more about my photography style, my philosophy, my experience and background, + information on how I work with clients, visit my About Page **right over here**. **[*Bold copy links to Rachael's About page.*]**

Want to get in touch?

To schedule a no-obligation consult or in-person meeting to discuss your special day & see if we're a good fit to work together, please **click on "Contact" at the top of the website & enter your info**, and I'll be in touch within 48 hours during normal business hours.

Or feel free to email directly at rkoscica@gmail.com, or give me a call at 480.444.6571.

I can't wait to hear about your wedding plans!

[END HOME PAGE COPY]

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About Page:

Your radiance, revealed.

Your love, beautifully rendered.

Your singular story as a couple, artfully captured.

On this one extraordinary wedding day of yours, you want that intoxicating, I'm-on-cloud-nine feeling of joy be captured beautifully, to keep forever.

But you're looking for something *way* beyond the standard, every-other-bride-has-them shots you've seen all over the web.

And because you're a first-time bride who is feeling slightly overwhelmed by the 8,578 details you have to sort out before the big day, you also want a photographer who will act as a trusted guide and reliable friend and partner in the planning process.

Hi, I'm Rachael, a Phoenix, Arizona-based fine art wedding photographer who also does weddings in Tucson, Flagstaff and Sedona.

I know there are many talented wedding photographers out there to choose from, and it can be difficult to find that perfect someone who has just the right mix of talent, experience, and photographic style you're looking for.

I happen to believe that ***in addition to talent, skill and experience as a photographer***, delivering a one-of-a-kind, forever-remembered wedding comes down to providing impeccable service, loving attention to detail, and an unmatched *experience* for my couples.

That's why I choose the couples I work with carefully, making sure we're a good fit to work together from day one.

And because I work almost exclusively with young, first-time brides, and I know how challenging it can be to sort out all the details of creating the perfect day, I'll work with you closely to design the ideal photography timeline so that no significant moment goes undocumented.

My Philosophy

I believe that a wedding photographer's job is not simply to snap endless photos, but to transform a series of individual moments and images into a carefully designed, cohesive collection – a work of art, really – that perfectly conveys the undeniable, one-of-a-kind love story that could only belong to the two of you.

It takes a finely honed sense of artistic planning and professional exposure principles + years of devoted training and real-world experience to make this happen.

But just as important as the final product, is putting you at ease and helping you prepare for the wedding, so on that one extraordinary day, you're relaxed and fully in the moment.

How I Work with Clients

:: I get to know you and your fiancé long before the wedding day, making note of the significant details that are important to you, so I can plan the wedding shots accordingly.

:: I'm there for you like a supportive friend, working with you to plot, plan, and create your perfect photography timeline. As part of your service package, you'll receive my **Bridal Planning Guide**, a step-by-step guide with details on each photo set-up, including how to prepare, what to bring, and exactly what to expect throughout the entire day.

:: I understand you're nervous about being in front of the camera. One of my specialties is putting the bride and groom completely at ease in front of the lens. I know how to bring out the happy, relaxed, unself-conscious couple you are in everyday life so that it shines through in each and every frame on your wedding day.

My Photography Background & Experience

Ever since I was a high school student making silver gelatin prints in the darkroom, I've known I wanted to make photography my full-time career.

I studied photography in college, receiving a Bachelors of Fine Arts Degree in Photography from Arizona State University, and I'm honored to have won several awards and be featured in exhibitions and magazines around the world, including *Vogue*, *Brides Magazine*, *Photo Masters Art Magazine* and more.

I don't say this to brag, but to demonstrate that I walk my talk when it comes to talent, skill and experience.

Because in this digital age, anyone can pick up a camera, call themselves a professional photographer, and start shooting weddings as a hobby or a side gig.

But photography isn't merely a "hobby" for me, or something I picked up for fun to make a few extra dollars – it's my passion and my life's work, and I'm utterly devoted to it.

I bring this same high standard and reverence for the craft to every wedding I shoot.

My Photography Style

I specialize in fine art wedding photography, applying my fine art training and design sensibility to create images that are more stylized and composed than traditional wedding photography. The resulting images are like the kind of photos you might see in a fashion editorial spread in a glossy magazine, where each photograph can stand alone as a contemporary piece of art.

I also capture the natural, candid and unplanned moments throughout your day as well, being sure to document all the important memories you'll want for your wedding album. (Including the ones the parents and in-laws insist on!)

My style can best be characterized as romantic, natural, elegant, and timeless.

I use natural light and do lots of outdoor shooting against the backdrop of the varied and beautiful Arizona landscape. In fact, quintessentially Arizona wedding photography is one of my specialties. As an Arizona native, I grew up here and have been serving the Valley for over 7 years.

And since I ONLY photograph Arizona weddings, I know the best and most iconic Arizona backdrops, landscapes, venues and locales in the area – both the more well-known locations, *and* the more secret, hidden, out-of-the-way ones, wink, wink. It's all about doing something unique, artful, and one-of-a-kind for my couples.

Because your wedding is more than just a wedding, it's a photographic masterpiece in the making.

Ready to Get Started?

To schedule a no-obligation consult or in-person meeting to discuss your special day & see if we're a good fit to work together, please **click on "Contact" at the top of the website & enter your info**, and I'll be in touch within 48 hours during normal business hours.

Or feel free to email directly at rkoscica@gmail.com, or give me a call at 480.444.6571.

I'm looking forward to hearing about your plans!

[END ABOUT PAGE COPY]

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EDITING NOTES TO CLIENT ON ABOUT PAGE COPY LENGTH:

A couple of things to note on the About Page . . .

:: This page a bit long. That may not bother you, and as I mentioned during one of our conversations, **one of the errors photographers make that keeps them from getting more client inquiries is NOT explaining more about their philosophy, how they work, and how they're different, etc.**

:: That said, if you feel this page is too long, one good way to handle that without losing any of the important points covered here, would be to **remove some of the copy and put it on a separate page**, which I've seen other creative entrepreneurs do.

:: **If you decide to do that, here's my suggestion:** Remove the "My Philosophy," "How I Work with Clients," and "My Photography Background and Experience" sections and put them on a new page,

leaving everything else here as it is. Then at the end of the new page you've created, you'd have a call to action that says, "To learn more about my philosophy, how I work with clients, and my photography background and experience, please visit my 'More About Me' page here." [Or whatever you want to call that additional page]