

Inspire belief (photography)

Important beliefs the reader must have to take action:

- Belief that you will not scam them by not sending the pictures.
- Belief that you will retouch the pictures correctly
- belief that you will give a nice and gentle service to the people that are present at the wedding, baby shower, gender reveal,...

Claims:

- That you will receive qualitative pictures
- That you receive qualitative albums
- That you receive a nice service, that understand all your needs, and will put you at ease if you are stressed or nervous

Difference ways to provide proof:

- Post feedback from clients
- show an album that was send to an old client
- Post a video of the photographer working to show the professionalism