

Portfolio Note: This piece was written for a corporate photographer in central Alabama who was attempting to persuade local area businesses to hire him for updated website imagery. He had a few smart marketing strategies to help him stand out, including a spreadsheet of local businesses that he planned to use for a personalized greeting and an easy-to-follow process that he wanted to talk to customers about.

He kept talking about how competitive the market was for photography these days but was adamant that he didn't want to use imagery for a sales letter. So, we came up with the idea to write a slightly longer sales letter and print it on higher-quality legal paper so that it was just a little bit bigger and felt a bit nicer than any competing documentation that would show up in the mail that day.

[COMPANY LETTERHEAD HERE]

Dear [South Main Street Businesses],

You've probably heard it from every small business guidebook by now: **Having an outstanding website is important.**

It's true. Young adults are spending more time online these days, and they're finding new businesses through internet search engines and social media. You might have heard that your website is your digital storefront. It's open 24 hours a day, and **it's got to look good!**

One thing that always fascinates me about local businesses is how photography is used for promotion. I've seen well-designed websites for local restaurants using boring smartphone photos on the service pages and coffee houses presenting images of products that they don't produce or sell just to get a few views on social media.

Not only is that disingenuous to the customer, **it's also a poor representation of what a business can actually be in a community.**

As a photographer, I've spent years working in the corporate space. My clients have included high-powered law firms and retail brands out of Atlanta and Birmingham, but **my passion is in helping small business like yours grow to unparalleled heights!** I'm offering a new service in your area that will help you grow your brand through outstanding and authentic imagery.

Here's how it works:

1. I'll consult with you closely to find out the message you'd like to deliver to your clients. We can consult any data you have about what your clients like (feedback / reviews / things you're known for).
2. We'll select your best products and figure out how best to photograph them in your business environment so that both the product *and* the setting are authentic.

3. We'll set aside a "picture day" for key staff members so that they can have professional portraits and a team photo for your website. These are very important for "About Me" pages and for building authenticity with your clientele.

There's no doubt that small businesses hold a special place in the heart of every community. In the era of big retailers, though, it can be hard to compete with Seattle-based coffee mega-chains and corporate-style salons.

Let's work together to make your business stand out from your competition -- not through marketing gimmicks and discount deals, but **through authentic imagery and genuine storytelling that makes your customers proud to shop with you.**

Kind regards,

<SIGNATURE>

<NAME>

<CONTACT INFO>