A THOUGHT ABOUT THE “SHOOT AND BURNERS”

There is a group of wannabe “Professional” Photographers who compete solely on price. This group will offer to “Shoot pictures and burn them to a disc.”

The real truth is that they usually do not want any further contact with the client. In most cases they neither have the knowledge, talent or experience to formulate legitimate business strategies or process images to get professional quality prints.

This quote from Martha Blanchfield in her recent Studio Photography Magazine article, about Claudia Kronenberg, a wedding photographer in Nantucket, who sums up the “Shoot and Burn” philosophy. "Having your wedding photographed and just receiving a disk of images is what I would equate to receiving the fabric of the wedding dress without the designer to stitch it together," says Kronenberg. "It's what we do with the fabric, or photographs, that make the difference."

The “Shoot and Burners” do not really care about delivering a professionally finished product as indicated by their philosophy which is shoot and burn. All they want is to be relieved of the responsibility of having to do the hard work which comes after quality images are created. The “Shoot and Burn” strategy does not save money! It catapults the consumer (Bride) into a world of which they have little knowledge. By the time the client experiences what is really involved in finishing the job, the “Shoot and Burner” is long gone with the client’s hard-earned money. “Shoot and burn,” is nothing more than getting quick money from an unsuspecting client.

The “Shoot and Burn” strategy is really a statement! “I will do part of the work if you can figure out how to do all the rest.” This approach merely creates countless hours of frustration for the client (victim) who then makes a desperate attempt to obtain decent finished prints. Time and money is spent on, and not limited to, inks, paper, color management, profiles, education, manuals, software, and many more hours of what a true “professional” would have already delivered. You can’t get pro quality at Wal-Mart!

You will either live a lifetime with Professional Quality, meaningful images or you will spend a lifetime desperately trying to like a set of images which could have been professionally created in the first place.

The choice is up to you!

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