



PROPOSAL KIT SAMPLE

Photography Services Proposal

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Cover Letter, Title Page, Table of Contents, What You Can Expect, Your Investment, Next Steps, Goals and Objectives, Collaboration, Format, About Us, Portfolio, Comparison Chart, Our Clients, Vision, Back Page

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Read this article for more help - [How to Write a Photography or Media Services Business Proposal](#)

Ganelle Jordan
Long Pine Ranch
1442 Long Pine Road
Colville, WA 99114

Ms. Jordan,

Thank you for calling us last week about your photography needs. Lakeshore Photography is the best photography business for the services you requested. Not only can we take stunning landscape photos of your ranch, we can also stage and take pictures of your guest houses and take some great shots of your recreational activities, from snowmobiling to horseback riding. We are also one of the only photographers in WA to offer aerial photography. We have extensive experience taking photographs that are used for business advertising.

Most local photography services charge substantial fees for the right to use their photos, even if the photos are part of a package that you bought from them. Copyright use is included in our photo shoot fee, and you will see that our fees are much more reasonable than other area photographers. When you pay for our services, you will receive a copyright release, as well as every picture taken in the photo shoot in digital format on CD, both in a high-resolution format for editing and printing, and in an optimized format for web use. Should you choose to have any photos printed, we will arrange that with our professional photo lab. Costs for printed photos are listed on our price list.

Right now is the perfect time of year to get some fantastic fall shots of your ranch. We would also like to come up around Christmas time, when we can get some day shots of snow activities and evening shots of all the Christmas lights. We are quite happy to arrange several different photo shoots for different seasons throughout the year.

If you would like to see a preview of our work, please take a look at our website, www.LakeshorePhotography.net. I look forward to hearing from you!

Sincerely,

Terri Olsen
Owner
Lakeshore Photography
509.682.7988
LakeshorePhotography@nwi.net
www.LakeshorePhotography.net



PROPOSAL

Photography Services for Long Pine Ranch

Prepared for: Ganelle Jordan
Owner

Prepared by: Terri Olsen
Owner



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WHAT YOU CAN EXPECT

You can expect only the most professional behavior and results from Lakeshore Photography.

We are experts at capturing those perfect moments that occur each day.

“Capturing those perfect moments that occur each day.”

Here's what to expect and what you need to do:

- **Prepare for the initial visit and consultation**

On our initial visit, our photographer will discuss with you your vision and your ideas for individual shots. You can make this process the most efficient by writing down your thoughts about images you want to highlight and identifying locations, objects, animals, and people you want in those photos. Our photographer will visit each location and inspect each element that will be present in the photo.

In consultation with the photographer, you will create a plan and a schedule to complete the project. The photographer may also make suggestions about which objects, animals, or people to use in photos, about how individuals or objects should be styled, or about time of day or conditions to take the best photos. After the agreement is signed, if it is appropriate to take any photos at that time, the photographer will set up and do so.

- **Secure advance permission from people you want to include in photos**

All people shown in photos must sign releases before their images can be used in advertising materials. The photographer will bring release forms for individuals to sign.

- **Prepare for scheduled shots**

The photographer will call to remind you of a scheduled shoot or, if weather-dependent, to ask if a particular time or day would be convenient. Before the photographer arrives, please ensure that all objects, animals, or personnel you want to appear in the photo are present, and that the environment is free of extraneous objects that might distract from the focus of the shot.



- **Be flexible and patient and enjoy the process**

Sometimes getting that magical shot is weather-dependent, or simply requires luck and perfect timing. Our photographers are professionals who know how to position elements and individuals to achieve the best results. It's a team effort that sometimes requires patience on the side of both the photographer and the client. Let's both relax and enjoy the process!

- **Set aside time to select the best photos**

We will provide you with the best five photos for each shot. From these, you may choose the best photo for your final selection.

- **Enjoy using your photos in any way you like**

You own the copyrights to your final photos. Use them online and in print materials, create stunning slideshows for events, blow them up into posters for sale to your customers, or frame them and display them on your wall.

Contact Us

We're ready to get started. Call us to set up a time for our initial visit.





GOALS AND OBJECTIVES

Long Pine Ranch needs high-quality professional photographs for advertising and promotional material.

“Working together, we will create an amazing portfolio of photos.”

Lakeshore Photography has the staff, equipment and experience to offer these services at a competitive price with more benefits than other local area photographers.

Working together, we will create an amazing portfolio of photos.

- **Long Pine Ranch needs high-quality photos to include on their web site**

The nature of this business requires a wide variety of shots taken both indoors and out and at various times of the year.

Lakeshore Photography has extensive experience with both indoor and outdoor photography in all seasons, including action shots of activities that Long Pine Ranch offers, such as horseback riding and snowmobiling.

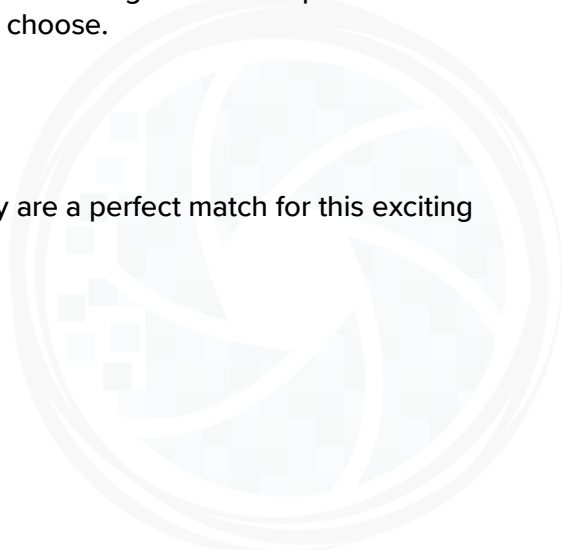
- **Long Pine Ranch needs high-quality photos to include in their printed promotional materials**

Promotional materials may include brochures targeted toward various seasons and/or activities at the ranch, as well flyers printed for special occasions and limited-time offers.

Lakeshore Photography will provide hundreds of high resolution photos that Long Pine Ranch can use in any way they choose.

Summary

Long Pine Ranch and Lakeshore Photography are a perfect match for this exciting project. We are eager to work with you.





VISION

We share your vision for beautiful photos that will showcase your business. Long Pine Ranch offers an outstanding opportunity for Lakeshore Photography to show off our skills.

We create drama in every shot

- We can make any landscape look great in any season. We specialize in capturing the soft excitement of spring, the lush abundance of summer, the rich colors of autumn, and the sparkling crystals of winter.
- We believe that every indoor shot should be a celebration. This might mean a celebration of togetherness, of strong emotion, or simply of a beautiful setting. We know how to light interiors to get those memorable shots.
- We know how to take action shots that show the excitement and enjoyment of being there. Our experts will capture the perfect moment in any endeavor.

Purpose Statement

Lakeshore Photography captures the world's beauty in picture form. We always know how to get the best shot.





COLLABORATION

A successful photography project is always the result of collaboration between the client and the photographer. We welcome your ideas, and in fact, we depend on them.

We plan to collaborate in the following ways.

• Your role

Think of your ranch as a movie set. You are the screenwriter. You know the location and all the actors and props you want to include. You know the story you want to tell.

Make a preliminary list of shots you'd like our photographer to take, including the location; the objects, animals, or people you'd like to include in that shot; the action you'd like to capture (if any); and the time of day (if important).

Ask for permission from the people you'd like to include in your photographs. Tell them they will need to sign a legal release form so that you can use their photos in your advertising materials. Our photographer will supply the release forms.

• Our role

Lakeshore Photography is a professional photography company, and we take our job seriously. Think of our photographer as the director on your movie set. You're in charge of the story; we're in charge of the visuals.

We promise to supply all the photos you request, but we reserve the right to suggest different locations, a different arrangement of elements, or alternative times of day for specific photos. We will position models and objects to make the most interesting shots. We may suggest specific clothing, makeup, or hairstyles for people included in photos.

We will take multiple photos of each set-up, and then sort through our results and present the best photos for you to choose from.

Summary

Together we will create a spectacular array of photos for your use.



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How do I customize or create my own version of this sample?

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

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