

Doesn't anyone really care about good wedding photography anymore?

There are thousands of photographers out there today photographing weddings. The vast majority of them are charging something like a maximum of \$1500 (most a \$1000 and under) and including the digital files. They photograph the wedding and hand over the files – that's it that's all. People think it's such a great deal they hastily hand over their money. The question is.....why? I mean I know people are looking at the dollar signs and think they can save a buck. I get that. But what I don't get is that people who say the photographic memories are the most important part of the wedding for them, yet they are blinded by the low dollar sign. That really puzzles me.

As technology advances, usually the value one gets for their money goes higher. True, a lot of things are not made today as good as they used to be in the past. As a general rule, however, as technology gets better products get better as well. Along with that their prices usually come down as well – at least on mass produced products.

With today's advancements in digital technology a lot of people are now entering the photography business looking to make a quick buck. They buy themselves the latest fancy automatic camera and they are in business! They throw buzzwords around like "photo journalistic and "non- traditional".... saying how they don't "take formal pictures", etc, etc. Today's couples are not looking for the same type of photography their parents had and often fall into these people's trap.

Let's be honest here. Photographer "A" charges \$1000 for some sort of wedding photography package. Photographer "B" charges \$5000 for the pretty much the same "stuff". I mean what you will come away with physically after your wedding. Why the difference? Is photographer "B" gouging his/her clients, is photographer "A" under charging? Many people's first inclination is the Photographer "B" is price gouging and hire Photographer "A".

Would it surprise you to find out that 99% of the time it's actually Photographer "A" that is gouging their clients? I know what you are thinking..."B" charges 5X the amount that "A" does so "B" OBVIOUSLY must be price gouging. No, it's "A" and let me explain why.

Let me explain things in a different way: Let's talk crazy here for a second:

Would you ever pay a \$100,000 for a 1972 rusted out dented, Pinto? Of course not. However, what if you HAD to buy a vehicle and the only other cars that you could buy were Ferraris, Rolls Royce's and Lamborghinis. All the other vehicles prices started at \$300,000 and higher. Comparatively, the \$100,000 '72 rusted Pinto is a financially deal. But is it really? At first glance, you are saving \$200,000 dollars! WOW, What a great deal! However, you are still paying a \$100,000 dollars for a piece of junk. Who in their right mind would do that.? What good is saving \$200,000 if you hate what you bought and you still drastically overpaid for the lousy thing you did buy? Would you go around bragging to your friends "look at the steal of a vehicle I got for only \$100,000!" No, If you showed it to anyone, you would probably sheepishly say something like "I know it's not any good buy I got a good price on it!" Does that make any sense to anyone?

Ok, that was a crazy comparison, but I wanted to show the absurdity of the situation. Now let's change a couple things in that example. We're going to cut those prices drastically down. So now the Ferraris, Rolls Royce's and Lamborghinis only start at \$3,000, and that rusted out old 1972 Pinto is now only \$1,000. The argument is still the same. Why would anyone pay \$1,000 for the Pinto when it's really maybe worth \$50 bucks (and that for the scrap metal after you get rid of all the rust) when for a little more can actually get something of value. Again, in this scenario, it's the Pinto seller that is price gouging, not the luxury cars.

Doesn't anyone really care about good wedding photography anymore?

Now, we're going to go with the same scenario again, but we are going to change the cars for different wedding photographers. The Ferraris or the industry maybe start around \$3000, and rusted out 72 Pintos are \$1000 Now, tell me why you would ever consider over paying for the 72 Pinto photographers that you will end up with a of junk with afterwards when you could invest in a Ferrari photographer and have something actually worth the money you paid?

Pushing a button makes you no more of a photographer than sitting in your garage makes you a car. True talented and skilled photographers hone their craft over a lifetime. A skilled photographer can make you look better than you have ever dreamed possible in your life! Any monkey can push a button - it takes zero skill, talent or ability.

Hey, they are your memories - you decided. But remember, the bitterness of a having lousy wedding photographs will last a lifetime, while the sweetness of saving a few dollars is long forgotten.

If you are looking for "Pinto" quality wedding photography, I am not the photographer for you. However, if you care about your memories and want a talented photographer to photograph your wedding..... let's talk.

A handwritten signature in black ink that reads "BRUCE ALLEN HENDRICKS" with "MPA, F.Ph." written below it. The signature is written in a cursive, slightly slanted style.

Bruce Allen Hendricks MPA, F.Ph., F/PPOC-BC, CPP

Master of Photographic Arts (4x Bar)

2x Manitoba Photographer of the Year

8x Finalist Photographer of the Year

National Photographic Juror

7x Nationally Accredited

*Canadian Liaison for & Certified by -
Professional Photographic Certification Commission*

IMPACT PHOTOGRAPHIC DESIGN

Bus: 204.224.2424 / 1.866.338.0633

Cell: 204.227.9447

www.ImpactPhotographicDesign.com

www.IPDBlog.com