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MI 349
Professor Siarto
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Pitchboard

Short Pitch: Lauren Noelle Photography aims to tell stories through photography and to create a great experience for clients throughout the process.

Long Pitch: Lauren Noelle Photography is a photography business that aims to create a personal and compelling photography experience for clients as well as deliver high quality galleries. The goal is to make clients feel comfortable and confident in the service they are getting through photography.

Persona 1: Individual photography client: A 1 or more time photography client

Persona 2: Commercial photography client: A 1 time or repeat commercial/company photography client

Persona 3: Recruiting Company: A company that is looking to hire a photographer

Comparative website 1: <https://www.sagevphotography.com/packages>

Comparative website 2: <https://chloetrofatter.com/>