

SAMPLE PACK. MADE-UP VENDOR, MADE-UP PRICES, MADE-UP TOWNS.

Sample & Co. Photography: the whole rewrite.

This is what a \$49 order comes back as, for a wedding photographer who does not exist. Every fact in it was invented for the sample form below; none of it describes a real business, person, price or award. A real pack is built the same way from a real form.

1. THE FORM, AS THE MADE-UP VENDOR FILLED IT

Ten answers. The pack uses nothing else.

Question	Answer (invented for the sample)
Directory	The Knot and WeddingWire (US)
Category	Wedding photographer
Who do you most want to book?	Couples planning a relaxed outdoor wedding of 60 to 120 people in the Columbia River Gorge, who would rather be with their people than posing for two hours.
What do you actually do on the day?	Arrive an hour before getting ready, shoot the whole day from one camera bag, keep formal photos to 20 minutes, stay through the last dance. One photographer, a second for weddings over 100.
What is different about your work, in your own words?	Mostly candid. Natural light. I do not do a shot list of 80 poses; I do a short list of the 10 people who matter and I get everyone else by watching.
Packages and starting price,	8 hours from \$3,400; 10 hours with a second photographer from \$4,600; elopements from \$1,200.

Question

Answer (invented for the sample)

exactly as you list them

How do you work with couples before the day?

One video call, one timeline draft from me two weeks out, a text the night before. Gallery in 6 weeks, sneak peek within 3 days.

Service area

Hood River and the Columbia River Gorge, Portland, and the Oregon coast; travel elsewhere quoted.

Years, awards, review count: only what is true

Sample business, so none are claimed. Left blank on purpose.

Words to keep / never

Keep: Gorge. Never: timeless, capture, magical, bride and groom.

The old storefront text, pasted as it was

Sample & Co. Photography is an award-winning, full-service wedding photography studio serving brides and grooms throughout the Pacific Northwest. With years of experience capturing timeless, magical moments, we specialize in creating stunning imagery that tells the unique story of your special day. From the first look to the last dance, our professional team is dedicated to capturing every emotion, every detail and every memory so you can relive your wedding day for years to come. We offer a variety of customizable packages to fit any budget and we would love the opportunity to chat about your vision. Contact us today to check availability for your date!

2. THE KNOT DESCRIPTION

Written to the couple. 1,007 characters.

You want to be at your wedding, not posing at it. Sample & Co. photographs relaxed outdoor weddings in the Columbia River Gorge, in Portland and on the

Oregon coast, mostly candid, in natural light, with formal photos kept to twenty minutes so you can get back to your people.

Here is how the day goes. Casey arrives an hour before you start getting ready and shoots through to the last dance from one camera bag. Before the day there is one video call, a timeline draft from Casey two weeks out, and a text the night before. You get a sneak peek within three days and the full gallery in six weeks.

There is no eighty-pose shot list. There is a short list of the ten people who matter most to you, and everyone else gets photographed by watching. Weddings over a hundred guests get a second photographer.

Packages start at \$3,400 for eight hours, \$4,600 for ten hours with a second photographer, and \$1,200 for elopements. Based in Hood River; travel outside the Gorge, Portland and the coast is quoted.

3. THE WEDDINGWIRE DESCRIPTION

Same facts, different text. 750 characters.

Both directories' guidelines say duplicate text across The Knot and WeddingWire hurts search ranking, so the second version is worded differently, not trimmed.

If the thought of a two-hour portrait session makes you want to skip it, you are the couple Sample & Co. likes to work with. Casey photographs outdoor weddings of sixty to a hundred and twenty people around the Columbia River Gorge, Portland and the Oregon coast, candidly and in natural light, and keeps the formal photos to twenty minutes.

What you get: Casey from an hour before getting ready until the last dance, one video call beforehand, a timeline drafted for you two weeks out, a sneak peek inside three days and the full gallery in six weeks. A second photographer joins for weddings over a hundred guests.

Eight hours from \$3,400. Ten hours with a second photographer from \$4,600. Elopements from \$1,200. Hood River based; travel quoted.

4. THE CATEGORY QUESTIONS

Answered from the form. Two left blank on purpose.

The Knot calls these Products & Services questions; WeddingWire calls them FAQs. Each category has its own set, and a storefront shows the ones that are answered.

Question	Answer
What is your starting price?	Elopements from \$1,200; full weddings from \$3,400 for eight hours. Ten hours with a second photographer from \$4,600.
What is included in the starting price?	Eight hours of coverage, one photographer, a video call before the day, a timeline draft, a sneak peek within three days and the full edited gallery in six weeks.
Do you offer a second photographer?	Yes, included in the ten-hour package and recommended for weddings over a hundred guests.
What is your photography style?	Mostly candid, natural light, with formal photos kept to about twenty minutes.
How long until we get our photos?	A sneak peek within three days; the full gallery in six weeks.
Which areas do you serve?	Hood River and the Columbia River Gorge, Portland and the Oregon coast. Travel elsewhere is quoted.

5. THE PACKAGE BLOCK

Name, starting cost, one feature.

The Knot's pricing page says a package shows only with at least a name, a starting cost and one feature, and that nearly 80% of couples call pricing the most important factor in whom they

contact.

Package	Starting cost	One feature
Eight Hours	Starting cost \$3,400	One photographer, eight hours, sneak peek in three days, gallery in six weeks
Ten Hours with Second Photographer	Starting cost \$4,600	Two photographers, ten hours, formal photos kept to twenty minutes
Elopement	Starting cost \$1,200	Casey for the ceremony and a walk after, gallery in six weeks

6. THE FIRST REPLY TO AN ENQUIRY

Ready to send, with two blanks to fill.

Hi {names}, thanks for writing. Your {date} in the Gorge is open on my calendar. Eight hours is \$3,400 and ten hours with a second photographer is \$4,600; the full breakdown is on the storefront. If it helps, I can do a 15-minute video call this week so you can see whether a mostly candid, short-formals day is what you want. Casey, Sample & Co.

7. THE CHANGE SHEET

Eight changes. Nothing invented.

Part	Before	After	Why
Opener	"Sample & Co. Photography is an award-winning, full-service..." (about the studio)	"You want to be at your wedding, not posing at it." (about the couple)	The guidelines say the storefront is a couple's first impression; the first line now speaks to them.

Part	Before	After	Why
Invented claims	"award-winning", "years of experience", "professional team"	Removed	The vendor claimed none on the form, so none appear. Only what the form says gets written.
"Brides and grooms"	"serving brides and grooms"	"couples", "you"	The Knot and WeddingWire guidelines ask for "couples" instead of "bride" or "groom".
Pricing	Not in the description	Three starting costs, in the description, the FAQ and the package block	The Knot says nearly 80% of couples call pricing the most important factor in deciding whom to contact.
Two directories	One text for both	A The Knot version and a different WeddingWire version	Both guidelines say duplicate text across The Knot and WeddingWire hurts search ranking.
Banned words	"timeless", "capture", "magical"	Not used	The vendor's never-list.
Vague promise	"customizable packages to fit any budget"	Three named packages with starting costs	A couple cannot filter on "any budget"; they can on \$3,400.
Service area	"throughout the Pacific Northwest"	Gorge, Portland, Oregon coast; travel quoted	Exactly as the form gave it.

8. QUESTIONS BACK TO THE VENDOR

Asked, not guessed.

1. Is the second photographer included in the 8-hour package for weddings over 100 guests, or only in the 10-hour one? We wrote it as "recommended" and listed it only in the 10-hour package.

2. Do you want the elopement package to say where (Gorge only, or anywhere in the service area)?
3. The Knot's category questions include travel fees and whether you offer albums; neither was on your form, so both FAQ answers are left blank for you.

Rules kept in this sample: every fact comes from the form; no award, review count or years figure appears because the form claimed none; prices exactly as listed; "couples" and "you", never "bride and groom", as both directories' guidelines ask; a different text for each directory, as the guidelines ask; no guarantee of enquiries anywhere; the vendor reviews, pastes and owns the final text. This is marketing copy for a storefront. Sample & Co., Casey, Hood River as its base, the packages and the prices are fictional.