



dentonphotography

John Denton

SWPP Convention **2010**

Practice for Perfection and Profit

Why Practice? – I don't shoot TFC

You miss 100% of the shots you don't take.

Wayne Gretzky

There is no glory in practice, but without practice, there is no glory...

Vince Lombardi

Success is a journey, not a destination. The doing is often more important than the outcome.

Arthur Ashe

Some people want it to happen, some wish it would happen, others make it happen.

Michael Jordan

Big and daft but quite good.

Bob Carr



So Practice, Practice...but with purpose....PROFIT

Any shoot you set up decide what you want to achieve

Artistic Outcome

Commercial Outcome

Artistic Outcome

Lighting, posing, directing, genre, styling, post production

Commercial Outcome

You get better

You get another raving fan

Your website improves

You enter competitions

You start a conversation

You create your web

Your web works for you



When are you going to make a difference?

www.Purestorm.com

www.ModelMayhem.com

www.LightMonkees.com

John@DentonPhotography.co.uk

01964 501712

Calf House Studios,

Cold Harbour Farm,

Bishop Burton,

Beverley,

East Yorkshire

HU17 8QA