

Dear XXXX,

I'm a **commercial photographer**.

But I don't do that run-of-the-mill fluff you're so sick of seeing.

It's hard to explain what I do that makes my photos better. But I'll try... Whether I'm shooting a place, a product or a person, I use a **creative, editorial style** of photography. Even when the subject matter is quite mundane, I look into it and draw something out. I **build meaning** around it and, at the same time, **distil it down to its essence**.

In other words, I **capture its fundamental value or personality**. And isn't that really what you're after?

Another photographer might say I'm simultaneously constructing and deconstructing the subject. But I think **Mirvac's Marketing Manager** has a much more real way of describing it. When she wants some exceptional brochure imagery of a property's interior, she **just asks me to do what I usually do**: "Estellerise it," she says.

Of course, like all my other clients, she also quite likes the fact that I do it **without fuss**, without **delay** and with **just enough ego** to deliver the goods! She has a commercial imperative, after all...

Anyway, I've already said more than any self-respecting photographer should. From here, I'll let my portfolio tell the story – www.EstelleJudah.com.au. Or just **call me on XXXX XXXX**. (Even if it's just for a comparison quote.)

I look forward to hearing from you soon.

Yours truly,

Estelle Judah
Estelle Judah Photography
www.EstelleJudah.com.au