

# ***“Watch Me Grow!”***

The deVries Photography Baby Plan



**Would you like to have incredible baby photographs with no standing in lines, no hassles, and no stress - *at A Price You Can Afford?***

**You get all this and more at West Michigan's Premier Baby Specialist - deVries Photography.**

Dear Proud Parent,

Congratulations on the birth of your new baby. At deVries Photography, we know how much joy your new baby brings you. The changes your baby makes over the first year will be incredible. You may have already noticed a quick change in your baby's appearance, personality and development and we don't want you to miss a thing. So, we designed our "Baby Plan" for you.

Our Baby Plan is simple: a wonderful collection of four 4x5 portraits to be taken at the stages of three months, six months, nine months and twelve months. Your child's portrait collection will be delivered in a beautiful **24 inch by 7 1/2 inch** portrait panel after the 12 month session. **The photo above gives you an idea of what the baby panel looks like** (other color mattes available). We make this special offer available to you for **only \$49** for a whole year of baby photography. This includes four professional studio sessions, the four-portrait collection and the baby panel.

**Only \$49?...It Sounds Too Good To Be True!**

We wish we could tell you how many of our clients say this to us when enrolling in the baby plan. This is simply to introduce you to deVries Photography - West Michigan's Leading Baby and Children Portrait Specialist. We love to stay busy. Besides what could be better than a bunch of new moms who rave about our work and show all their family and friends!

**Our Problem Is Your Benefit!**

We cannot possibly photograph all the new babies of parents that see this special offer at this price and still give each baby our personal attention. Only 10 new babies can be accepted each month. Moms who have been bringing their children here for years fill up the rest of our appointment times.

You must call our studio **within the next 5 days** to enroll your child in the "Watch Me

*“A parent holds their child's hand for a while . . .*

*. . . Their heart forever.”*

Grow Baby Plan.” So **call right now**, even if your baby isn’t 3 months yet. It would be a shame if you missed this opportunity! Your child’s portrait history is a treasure to enjoy today. But read on there’s more!

## Two Added Free Bonuses—But Only If You Hurry!

**Free Bonus #1:** The **first 4 moms** who call will receive a gift set of 6 of our Fine Art Watercolor Stationary Note Cards. Imagine your baby’s photograph, that we created, carefully embedded into fine watercolor paper and then personalized with your baby’s name. Your friends and family will be so envious and go nuts over them! They are yours absolutely free - a \$25 value - just for calling early and enrolling in our baby plan!



## Why Choose deVries Photography Over The Rest?

### Here’s What You Get With Every Baby Plan Session...

- The finest baby photography anywhere...it’s **guaranteed**. Don’t be fooled by imitators of the baby plan.
- A child safe, courteous, friendly and “peaceful” place to come. We are a family run business for over 70 years.
- Your own appointment time for a private session...you will never have to wait.
- Many poses to select from...you’re never disappointed!
- A private nursing/changing room complete with everything you need for your baby.
- Finished portraits come mounted in folders or ready for framing.
- Portrait enhancements (touch ups) where necessary.
- 100% No-Hassle, no nonsense, all your money back guarantee.
- You must be thrilled with us...or you lose nothing!

### ...And Here’s What You Won’t Get...

- No annoying phone calls from salespeople, ever.
- No standing in line for hours at a discount store and having only a couple of poses taken.
- No fake cheap looking backgrounds.
- No sheets of pictures you have to take home and cut apart with a scissors.
- No high-pressure sales tactics or a “take it or leave it” attitude like some chain store studios.
- No forcing you to take a package of poses you don’t even like or hearing “sorry we lost your pictures.”

## Don’t Take Our Word For It...

*“deVries has been taking my son Matt’s pictures since he was three months old and he is now 5 years old. You can tell they thoroughly enjoy photographing children. They are always smiling, personable, patient and take as long as needed to get great pictures of Matt. I will continue to get Matt’s pictures taken by deVries Photography as well as recommend them to other people I know.”*

Judy O.

*I highly recommend deVries Studio. They have taken many pictures of my two wiggly little girls and they have all turned out beautifully. They take the time to make them comfortable and really enjoy getting their pictures taken.*

Susan T.

## Questions & Answers About Our First Year “Baby Plan”

### Q. Do you give suggestions for what my baby should wear?

A. Yes, when you call to reserve a time for your baby’s first session, you will be sent our “Baby’s First Year” packet, that will answer all your questions. It includes sample photographs too. We’re

always here to help you with any other questions.

### Q. Do I get to select my favorite poses?

A. Of course you do. Each time we photograph your baby, you will get a private viewing time for the “debut” of your photographs. All choices are completely your decision. Period.

### Q. Can I purchase additional portraits from each session?

A. Yes, most parents select a variety of poses for themselves and other family members. We have a complete line of gift items, packages and add-on items. We pride ourselves on having products that no other studio has. These are unique items that will absolutely thrill you, your family and your friends!

### Q. What are your hours?

A. We are open by appointment Tuesday-Friday from 9am - 5pm. Saturday from 9am - noon We are closed on Sunday and Monday.

### Q. What if I’m not happy with your studio? I am just not sure.

A. If you’re not happy....very simply...we give all your money back and we will cancel the Baby Plan! Period.

### Q. What if my baby is older than 3 months and we have missed that session?

Call us to discuss it because we have a special custom panel - just for you!

## So, Let’s Sum Up This Incredible Offer:

- If you call within the next 5 days of receiving this letter and are one of the first 10 appointments, you’ll receive our specially priced First Year “Baby Plan” for an incredible \$49!  
- You will also qualify for all current baby portrait specials.

**FREE BONUS #1:** The **first 4 moms** who call, receive your baby’s image and name beautifully embedded on a gift set of 6 of our Fine Art Watercolor Stationary Note Cards. Each note card is personally handmade and it’s an incredible gift. A \$25 value - yours free - just for being an early bird - **don’t miss FREE BONUS #2 below!**

**Your Guarantee:** You must be absolutely thrilled with the portraits we create for you and your family - love them - or you’ll get every penny back - no questions asked, and no hard feelings either. This means after you view your images for the first time, and you feel it’s not for you, you get all your money back - period!

Thank you for reading this letter. **CALL RIGHT NOW** and we will schedule your baby’s first session with us. Then sit back, relax and leave the rest to us! If you don’t call us right away, we certainly understand you’re busy. We may, in fact, already be sold out for session times. Remember we can only handle **10 new babies** per month

We look forward to working for you and creating photographs that bring tears to your eyes. Again congratulations on your precious gift. (Oh by the way...if you feel this is not for you...we understand completely... but please make sure you find a photographer that **LOVES CHILDREN** and doesn’t do it just for the money) Please be careful and don’t be fooled by those that try to imitate our offer - it’s not the same!

Warmly,

The deVries Photography Staff

Committed to Photographic Excellence for over 70 years.

**FREE BONUS #2:** The first 4 moms who call will also get A special “mini session” of your baby in our “antique baby scale” at no extra charge at your first session.

This additional session time is a **\$45 value** and it’s yours FREE just for being one of the first 4 callers.

Call **772-6221 or 392-9608** right now to reserve your baby’s time - **don’t miss this - you’ll never regret it!**



**deVries**  
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