

"Tuff Love"

We, at Burton-Sage, can only imagine the blood, sweat and tears, the countless unappreciated and unpaid hours a dance studio owner puts in. Sometimes it feels that you just can't make anyone happy-but watching your glorious dance recital come together makes it all worth while! The applause, the smiling faces makes you realize that all your energies didn't go to waste! This read is not meant to insult you but to give you another perspective in looking at the way you might think about hiring your DVD production company. Please have an open mind when reading this and remember **"We're In Your Corner"**!

Did your recital DVD look fantastic? Was the video quality impressive? Does it play without skipping? Did your DVD company capture "full ensemble" and/or "tight individual panning" the way you agreed on? Did they deliver your DVD in the contracted upon amount of time? Were all the performances there? Well, if you answered "yes" to all of these questions, you deserve a pat on the back. You, as the person who does the hiring, deserve credit for doing a great job in hiring the right DVD company!

But- if you answered "no" to any of these questions, then you didn't do such a great job in your hiring a video company to capture, produce and deliver a DVD that shows off a year's worth of blood, sweat and tears by you and your students- also known as your **"Dance Recital"**!!!

Your DVD is a direct representation of you!

Did you not have time to get it right? Did you hire a relative or friend? Did you not care enough? Did you not do your homework? Are you so worried about saving your clients \$5 once a year (money equal to a Big Mac) that you hired the cheapest company? Remember, "The Buck Stops Here"! It's your fault if you ended up with a lack luster DVD - not the video company. You hired them! Poor quality usually equals low sales.

Educate your clients! Let them know that you can't keep spending all the additional time every year looking for another DVD company! All to try and save them \$5 a year! And now your DVD sales are going down because no one wants to buy a DVD like "The Awful One We Got Last Year!" Let them know that you're in charge and you want a consistently great product every year for you and them!

Hire Burton-Sage Photography & Video! Hire the professionals! With Burton-Sage you will always get a high quality product. Your product will always be delivered on time. You will be among the biggest dance schools in NYS who consistently hire us (and for very good reason)! We will go over all of the options for your recital and put everything in writing!

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- › DVD PRODUCTION
 - › DANCE RECITALS & THEATER
 - › DANCE PORTRAITS
 - › ONLINE ORDERING

Burton-Sage *Photography & Video*



WOULD YOU HIRE AN AMATEUR TO TEACH YOUR STUDENTS? OF COURSE NOT!
THEN WHY WOULD YOU HIRE AN AMATEUR FOR YOUR STUDENTS PHOTOS AND RECITAL DVD PRODUCTION?
DON'T YOU OWE THEM MORE THAN THAT?

"The bitterness of poor quality lingers long after the sweetness of low price."

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