

Package Tier Comparison

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a good-better-best package comparison for a client — different coverage, crew, deliverables and add-ons at three price points — so the client can choose easily and you nudge toward the middle/premium tier. Use it to present options and upsell. For a single quote use the Pricing & Quotation Builder.

Purpose of this tool & output

Help clients choose with good-better-best

How the output is used

Use it to help clients choose with good-better-best — a package tier comparison that guides clients to the right option.

Important cautions

Keep every tier genuinely deliverable at the stated price and crew availability; a clear good-better-best comparison makes choosing easy and naturally upsells to the middle or premium option.

Companion documents

- Service Catalog & Package Design
- Wedding Package Builder
- Pre-Wedding / Engagement Shoot Planner
- Portrait / Newborn / Maternity Packages
- Commercial Services Menu
- Cinematography / Video Services

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.