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## **GhostRighters Launches Professional Writing and Marketing Resources for Photographers**

*Affordable new service designed to help professional photographers effectively communicate with their customers and prospects*

**Akron, OH (April 14, 2010)** – Newly launched GhostRighters ([www.GhostRighters.com](http://www.GhostRighters.com)) announces today the availability of its new business services for professional photographers. Designed to be a professional photographer's greatest resource to help them effectively communicate who they are and the services they offer, GhostRighters will help photographers focus on being creative photographers instead of worrying about their writing and marketing skills.

“Get a discussion going with most professional photographers about what their biggest business challenges are and the top ten responses will always include having to write anything for their blog, website, press releases or brochures,” said Skip Cohen, Co-Founder of GhostRighters. “Next will be their website in general and their marketing efforts. Our new company GhostRighters is dedicated to helping professional photographers with any of their writing and marketing needs.”

GhostRighters specializes in helping photographers become formidable competitors in the markets they serve by providing as much or as little writing and marketing support as they need. The company's goal is to increase a photographer's exposure, help them retain their current customers and find new ones, build an effective and communicative brand that is not only widely known, but widely respected, sought-after and praised.

GhostRighters provides this support on just about any platform and every level to match any budget. This new service offers 3 distinct areas of assistance: GhostWrite, GhostMarket, and GhostWeb. Within each of these categories, a number of offerings are available including press releases, newsletters, blog design and blog postings, print and online advertising campaigns, email blasts, website design, logo and business card designs, and more. GhostRighters offers a unique level of support tailored to each photographer's individual needs.

### **About the Founders**

Skip Cohen is founder and President of Marketing Essentials International, a marketing consulting firm specializing in projects dedicated to photography. Through MEI he founded Skip's Summer School, the leading summer educational event in professional

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photography. He is also co-founder with social media guru, Scott Bourne, of the GoingPro project, an unprecedented event focusing on education for new photographers.

Shauna Harris was formerly the Event Planner for the WPPI Convention and Trade Show, and has played a role supporting the careers of many photographers from around the world.

Matthew Gartz, a Rochester Institute of Technology graduate, designs websites for photographers and developed an internet based shopping cart for an online proofing company. He has over 7 years experience in graphic design and website design.

### **About GhostRighters**

Founded by Skip Cohen, Shauna Harris and Matt Gartz, GhostRighters gives a professional voice to professional photographer's who are artists but not writers. A picture may be worth a thousand words but GhostRighters make sure those words connect with current and potential customers.

The founders of GhostRighters have spent the majority of their careers in the photography industry, on the marketing, sales and technology sectors. They are experienced writers, designers and marketers with unique backgrounds and history in the photography industry. For more information visit [www.GhostRighters.com](http://www.GhostRighters.com).

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