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IMAGE BY NICHOLE VAN VALKENBURGH



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The wedding photography business **Justin and Mary Marantz** started four years ago is on an enviable trajectory. After learning some tough lessons, they made adjustments and took off. Now they teach small business owners, many of them photographers, how to fuel business momentum of their own.

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ON THE COVER: After Brian Marcus showed Ivanka Trump some initial captures of her wedding day preparations, "She got into a more composed, elegant stance that really speaks to who she is," he says. "Then I knew we could create some great images." Light flooded into the room from an open door behind the photographer, accentuating the sparkle in Trump's eye. The warm light ringed her hair came from Marcus's specially designed "gun light," which an assistant held off-camera. Marcus subtly highlighted Trump's diamond and platinum earrings, a selection from her own line of jewelry. Taken with a Nikon D3 camera; exposed for 1/125 second at f/2.8, ISO 1600.