

Program Summary #1

Ed Pedi, Master Photography, Photographic Craftsman, PPA Certified

Four-Key Points to a Successful Family Portrait Business

Program Duration: Full Day / 6-7 hours - - Half-Day Condensed Version / 3-4 hours

Ed Pedi's love of photography inspired him to open his photography studio in 1992. He worked on a part-time basis photographing weddings, children, families, etc. In 1998, he took a huge leap when he walked-away from a secure job with the US Government (including forfeiting his pension) to pursue a full-time career doing what he truly loved, Photography. He remembers on one of his annual treks to PPANE passing a billboard sign that spoke to him, it read: "***You're never too old to be what you've always wanted to be***". That was the day Ed realized it was time to make the transition from part-time to full-time, and the rest is history. Today, together with his wife Linda's assistance, Ed Pedi Photography has blossomed into one of the most successful and highest grossing portrait studios in Massachusetts.

Ed will share with all of us the history of his early beginnings and how he transitioned his business from a 'Do it all Studio' to becoming a Family & Children portrait specialist. While there were many reasons Ed chose to specialize in Family/Children portraiture, the prime motivating factor was his own personal regret that he never had the opportunity to create a family portrait of his parents and siblings before his mother's passing at the young age of 55.

Four-Key Points to a Successful Family Portrait Business, will encompass the many ingredients that go into making us successful photographers; including tips and techniques on Marketing, Lighting, Posing, Sales, and Customer Service and discuss the Why, Where, When, and How as it relates to these elements of our business.

As professional photographers, we are blessed to be independently employed, performing a job that we truly love to do. It is Ed's goal that his program will be successful at teaching each participant at least one new idea or concept that you can take back to your studios and implement immediately; and which ultimately will make a big difference in your bottom line.

< Marketing/Promotions

How to get families to call you

How to get yourself known as the family portrait photographer in your area

Successful promotions that grow more profitable, year to year; i.e. his 3-Day Spring Bunny Event which grew from \$2,000 to grossing over \$28,000; doing less sessions and he had a ball doing it!

Community Fund Raising ideas.

< How/Where/When

Posing family groups, naturally.

What type of breakdowns to consider to get the best sale.

Lighting of groups

Necessary equipment to bring to every job (cameras, lenses, stands, props, etc. and a few items that may surprise you).

On location (including clients homes, or other locations special to them).

Outdoors including ideas for utilizing outdoor space and natural environmental props.

Best times of day, Best times of year.

< Sales Techniques

Proof-less Image Projection (it's the only way to control the sale).

Frames as an easy and very profitable add on.

< Customer Service

How to treat your client Before and After the sale.

Little extras you can do to make the experience at your studio unique and special.

Don't miss this exciting opportunity to enjoy a fun, action-packed program taught by a highly-successful photographer who has established himself among his peers as one of the most motivated and enthusiastic photographers in the industry today.

Ed Pedi Photography

324 Berry Street North Andover, MA 01845-5708

978-686-6535 - Studio 978-683-1929 - Fax

Website: www.edpedipho.com E-Mail: edpedi@edpedipho.com

Program Summary #2:

Ed Pedi, Master Photography, Photographic Craftsman, PPA Certified

Posing and Lighting of Family Groups Outdoors

Program duration - 4 hours

~ Incorporates the following ~

- Lighting demonstration and discussion of equipment
 - Hands-on posing demonstrations
 - Various props and their usage
- Creating a natural looking flower garden
- Various breakdowns for maximum sales

Program Summary #3:

Ed Pedi, Master Photography, Photographic Craftsman, PPA Certified

Proof-less Imaging Projection and Sales

Program duration - 4 hours

~ Incorporates the following ~

- Production steps necessary to prepare for the sale including; editing, retouching, and organizing images prior to the sales presentation
 - Equipment used and sales room set-up
 - Step by step SALES demonstration
 - How to sell more images
- Techniques used to educate clients on wall portraiture
 - Framing for add on sales

We will also customize any of our programs to fit the specific needs of your group or association...

Ed Pedi Photography

324 Berry Street North Andover, MA 01845-5708

978-686-6535 - Studio 978-683-1929 - Fax

Website: www.edpedipho.com E-Mail: edpedi@edpedipho.com