



"Maximize Your Creativity, Flexibility and PROFITS"

Greg & Lesa Daniel

Titusville, Florida

321-269-1567

www.gregorydanielportraits.com www.isofpa.com

Course #9
Intermediate to Advanced
Level

Would you like to create an experience designed around a simple system which allows for maximum artist creativity, maximum client flexibility and maximum profits? If your answer is yes, this is the class for you. Greg and Lesa will break down their highly successful business during the week, by covering in great detail the following topics:

- Creating a desire to own your products through a marketing strategy that will bring in the right clients.
- Building relationships to understand your clients' vision.
- Producing outstanding photography ultimately fitting your brand and product line.
- Satisfying their need with an emotional presentation culminating an experience that will produce a sell that you had visualized!

Greg is an amazing portrait artist who truly understands all aspects of photography; art, family dynamics, psychology and so much more. Lesa is an incredible assistant, portrait consultant, sales professional, natural people person. So, no matter where you are in your business, this class has something for you; marketing, posing, lighting, selling.

A brief list of his teaching highlights include:

- Road map on building a successful high end studio

- How to create the buzz in your marketplace
- Unique low cost and highly effective marketing
- Greg and Lesa's "Trigger Marketing" concepts
- Creating stunning images with available light
- How to simulate window light with strobes
- Natural group posing
- Easy painter techniques
- Building an experience base brand
- Photographing for large sales

A nationally recognized husband and wife duo who create exquisite portraits, Greg and Lesa Daniel are also masters in sharing their knowledge and experience. You will learn their behind the scenes preparation and planning that result in timeless original portraits and a highly successful upscale gallery. Gregory Daniel has

dedicated his life to hard work, experimentation within his craft and a pursuit of excellence. It is this profound commitment that has made him one of the world's premier portrait artists. Lesa has a passion for organizing the aspects of a portrait session and has the ability to befriend her clients as well as creating sales which others have quoted as "poetry in motion."

