



Our Studio Blueprint for Success Two Day Workshop Posing, Lighting, Marketing, Sales June 14 & 15, 2021

Instructors: Ed Pedi, M. Photog, Cr. CPP and Linda Pedi



Do you struggle with posing and lighting of groups? Do you wish your sales average was higher? If you answered yes, this workshop is for YOU! Spend two full days with The Pedi's learning their complete blueprint for successful family portraits. Working with live models, Ed will demonstrate how to design family portraits that will be treasured across generations.

Learning Takeaways - Day One

- ◆ Learn how to easily balance flash with ambient light in outdoor settings.
- ◆ How to use a meter to quickly see the ratio between flash and ambient and how much flash to use to achieve a natural looking effect.
- ◆ How to use indoor studio lighting to create great business and other indoor portraits.
- ◆ How to create window light portraits using reflectors to soften shadows.
- ◆ How to prepare for a family portrait session (equipment, props, lighting)
- ◆ How to pose and light groups & individuals quickly and easily in both indoor and outdoor studio settings
- ◆ How to work with all ages to elicit great expressions, flatter each subject and show relationships between individuals.

Learning Takeaways - Day Two

- ◆ Learn our successful marketing strategies to drive business to your studio year round. Including detailed instructions for making the most of Auctions, Displays and Art/Craft Fairs. (i.e: Set-up procedures, forms, letters, etc.)
- ◆ Demonstration of how we process raw files and project our client images.
- ◆ Key words to use during the image presentation.
- ◆ We will share our proven no pressure sales techniques to increase your average sale and make it easy for your clients to invest more with you.



For more info. and to register - contact

Ed or Linda

978-686-6535

linda@edpediphoto.com

**Limited to
15 Students**

*Checks and Credit Cards
accepted*

The Pedi's have operated one of the most successful studios in New England, specializing in family/children portraiture for over 29 years. This is the one workshop that is guaranteed to influence you and your business both artistically and financially. We've received glowing testimonials from past attendees, some who have modeled their studios from our blueprint and have increased their average sales by over 50%. Ed will share with you his proven formula for eliminating the pressure and stress that many photographers associate with photographing families, especially extended families. Learn his simple approach for beginning each session with a game plan which is key to creating great portraits and ultimately achieving great sales!

Ed has lectured all over the country, including five weeklong workshops at NEIPP & PPSNYS. He is a past president of his state and regional associations; a past governor to the American Society of Photographers and he served five terms as a PPA Councilor. Ed is a two time recipient of PPA's prestigious National Award and one of 74 PPA Approved Jurors. He has achieved eight PPA Photographer of the Year designations, thirteen loan collection images, a PPA Grand Imaging Award and his proudest personal photography achievement, the Helen K. Yancy award for meritorious service to professional photography.

OUR LAST TWO DAY WORKSHOP WAS A SELL OUT ... WE ENCOURAGE YOU TO SIGN UP EARLY!



Tuition includes all the following

- ◆ Full day of education (8:30am-5pm)
- ◆ Continental Breakfast ◆ Lunch ◆ Snacks
- ◆ Door Prizes ◆ Exclusive offers from our suppliers

DAY 1 OR DAY 2 - \$295

BOTH DAYS - \$495

***INVEST IN YOURSELF AND MAKE
2021 YOUR BEST YEAR YET!***

