

ANN MONTEITH COURSE DESCRIPTIONS

CONVENTION PROGRAMS

The Boutique Studio Revolution (*length – 2–3 hours*)

“The recent influx of women into the photography business has changed the very direction of studio photography,” says noted business authority Ann Monteith. “Some of the most successful businesses I see, whether run by women or men, are what I would call ‘boutique studios.’”

In this fast-paced program, Ann will explore the characteristics that make boutique studios successful: Creating a focused business concept with a clear product and brand message; knowing the studio’s ideal client and how to reach her; embracing powerful marketing products and strategies; developing photographic products that excite the targeted market and literally sell themselves; creating strategies for building repeat business.

“The most exciting aspect of boutique studios,” Ann concludes, “is they are much easier to manage than traditional studios, and they are a whole lot of fun!”

What you’ll learn:

- ▶ What boutique studios are all about, and whether this would be an appropriate business model for them to consider.
- ▶ How to brand and promote a boutique studio.
- ▶ How to make a boutique studio profitable
- ▶

Ann Monteith’s Precision Business Concepts (*length – 3 hours*)

You wouldn’t make a photograph without first measuring the light; and you can’t run a profitable studio without using some precise tools to shape and monitor your business. In this illuminating presentation, industry management authority Ann Monteith will present a no-nonsense, easy-to-understand explanation of photography business industry standards that will help you to price your photography for profit as well as plan and measure your financial position.

What you’ll learn:

- ▶ How to price your photography for profit
- ▶ How to create a financial plan to assure adequate cash flow for your business.
- ▶ A few business principles that make all the difference in creating financial success.

Pricing . . . Pricing . . . Pricing . . . (*length - 2-3 hours*)

According to Ann Monteith, photography industry management and marketing authority, knowing how to price for profit is the number one management problem of photographers. “Unless your products are priced profitably,” she says, “your business is headed for disaster.” Monteith, who has helped literally thousands of studio owners deal with central management issues as a teacher and consultant, will cover the following critical concerns:

What you’ll learn:

- ▶ Pricing methods
- ▶ The mathematics and mechanics of pricing
- ▶ Effective pricing strategies
- ▶ Working with price lists
- ▶ Removing pricing sales impediments

ONE-DAY SEMINAR

A Day With Ann Monteith

Ann Monteith is the industry's foremost authority on marketing and managing photographic studios, and she is the 2006–2007 Chairman of the Board of Professional Photographers of America. She will devote the day to providing the practical insight required to solve some of the most challenging problems photographers face today. These include:

- ▶ Establishing your business concept
- ▶ Perfecting your business image
- ▶ How to differentiate your business in an age of growing competition . . . including competition from “prosumers”
- ▶ Understanding what it takes to market your business successfully in today's evolving market
- ▶ How to price your photography for profit
- ▶ How to sell to the public with confidence
- ▶ How to handle business finances
- ▶ Revenue and expense realities
- ▶ How to track your business progress
- ▶ How to assure adequate cash flow
- ▶ Simple ways to make goal setting pay off
- ▶ Taking care of workflow

Ann Monteith has helped thousands of photographers make more money and improve their business and personal lives. So don't miss this opportunity to learn!

This seminar qualifies for 1 PPA Merit and publicity through ppa.com. PPA Merit fee applies. For information, contact Marisa Pitts (mpitts@ppa.com).

AFFILIATE SCHOOL CLASSES

The Art & Business of Portrait Photography (with Beverly & Tim Walden)

If your goal is to direct a successful portrait business, then you'll never find a more relevant course than this educational tour-de-force featuring portrait artists Tim and Beverly Walden and portrait and wedding business guru Ann Monteith.

Tim and Beverly will discuss how important style is in creating a business brand that is compelling and easily understood by clients; then they will demonstrate the posing and lighting techniques they are so famous for in their creation of heart-touching, client-pleasing images. Bev, Tim and Ann will explain marketing strategies and sales techniques that will help you reach your ideal clients as well as create confidence in those clients that they are making the right buying decisions. They will also discuss after-sale strategies that result in repeat clients and enthusiastic referrals. Ann will cover the 12 critical issues that photographers must master in order to achieve financial success and create more personal time.

Tim Walden, M.Photog.Cr.,F-ASP, earned his Master of Photography Degree at the age of 23. Nationally, his work can be seen in many Loan Collection publications, and Kodak has recognized his work through Gallery Awards, a Gallery Elite and publication in their Portrait Book. He is best known for his incredible Relationship-style black and white photography.

Beverly Walden, M.Photog.Cr., entered the photography profession as a receptionist at the Walden's studio in 1980, but in 1988 decided to get "behind" the camera. In three short years, she earned her Master of Photography Degree. Her work has been published in many trade magazines and can often be seen at the Kodak booth during national conferences.

Ann Monteith, M.Photog.Cr.,CPP,A-ASP,ABI,API, is the industry's leading authority on studio business management and serves as a consultant to studios throughout the country both privately and under the auspices of major industry suppliers. Her Guerrilla Management Workshops have helped hundreds of studio owners dramatically improve the profitability of their businesses.

Ann Monteith's Blueprint for Studio Success

If you are truly serious about taking control of your business, making real money in photography, and having more personal time for yourself and your family, you can't afford to miss this opportunity to spend a week with Ann Monteith, who has instructed and guided many of the most successful studios in the country.

Ann Monteith is the industry's foremost authority on marketing and managing photographic studios of all sizes and specialties. Her success in turning artists into entrepreneurs is due to her down-to-earth, energetic and entertaining teaching style: You won't fall asleep in Ann's business class! Subjects she will cover during this comprehensive and intensive week include:

Building sales volume . . . the key to business stability

- ▶ Establishing a compelling business concept that will attract consumers and defeat "prosumers" in an evolving marketplace
- ▶ Differentiating your business through image marketing
- ▶ What it takes to create studio traffic: marketing moves that really count
- ▶ The importance of constantly developing new products
- ▶ Pricing to assure profit
- ▶ Selling with confidence
- ▶ "Compelling selling" with sales software and projection
- ▶ Cultivating repeat clients and client referrals

Understanding revenue and expense realities . . . the key to preventing profit leaks

- ▶ Profit realities: How much of each sales dollar should you expect to keep?
- ▶ Comparing your business to "best-performing" studios" and their financial benchmarks
- ▶ How much help can you afford?
- ▶ Are you controlling workflow, or is it controlling you?

Creating a practical business plan . . . the key to controlling your business

- ▶ Planning for sufficient sales and sessions
- ▶ Creating an expense budget
- ▶ Forecasting your income, expenses, equipment purchases and cash flow
- ▶ Creating a marketing plan and calendar
- ▶ Perfecting your plan using industry benchmarks

Knowing what and how to manage . . . the key to long-term financial and personal success

- ▶ Managing finances: a simple strategy for staying on top of cash flow and reinvestment dollars
- ▶ Practical goal setting

- ▶ Tracking your monthly “business position”
- ▶ Evaluating your marketing effectiveness
- ▶ Managing people and workflow
- ▶ Managing yourself!

This seminar qualifies for Merits and publicity through ppa.com. PPA Merit fee applies. For information, contact Marisa Pitts (mpitts@ppa.com).