Profit Building for the Portrait Photographer

Rick Avalos

Rick Avalos, M.Photog.Cr. CPP, has been practicing his craft for 33 years.

He has lectured and judged at the regional and national level as well as in Mexico and Spain.

His images have been recognized by receiving many Kodak "Gallery Awards" and Fuji "Masterpiece Awards."

In addition, his photographs have been displayed at Disneyworld's EPCOT Center, Photokina in Cologne, Germany and in Korea at Imaging Asia 2005.

He holds the Photographic and Educational Fellowship degrees from the Professional Photographers of Colorado.

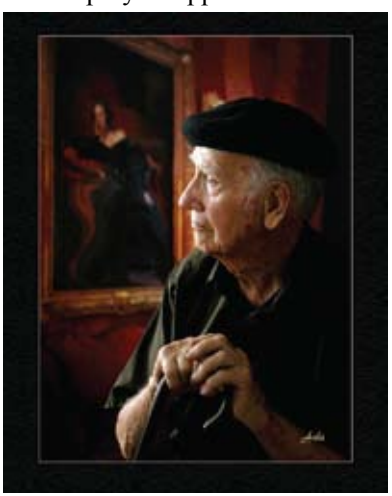
His service to the photographic industry has been acknowledged by his peers who have awarded him the coveted National Award from the Professional Photographers of Colorado and the Duncan MacNab Service Award from the Rocky Mountain Professional Photographers Association. His programs are well received and are designed to elevate the level of technique as well as professionalism.

His marketing fundamentals program truly makes a difference in a studio's success.

"Rather than addressing his audience, Rick communicates with them," said a satisfied student.

The content is covered in a concise but casual environment which facilitates the best opportunity for learning.

Profit Building for the Portrait Photographer will walk you through various proven strategies and promotions that will keep your studio busy and your profits high.

Putting these ideas to work can make the difference so many studio owners are looking for.

Topics to be covered include: Employee Appreciation Program, Fitness Center promotion, Fundraiser Programs, Using Gift Certificates Effectively, Insurance Agency Partnerships, Hospital Exhibit/Madonna Portraits, Newsletters, Parade of Homes Promotion, Pet Promotion, Portrait Booklets, The Power of Testimonials, Your Best Foot Forward With PR Folios and "Generations" Portrait Plan.