Seniors . . .
Kindergarten to College

Jeanne Richardson

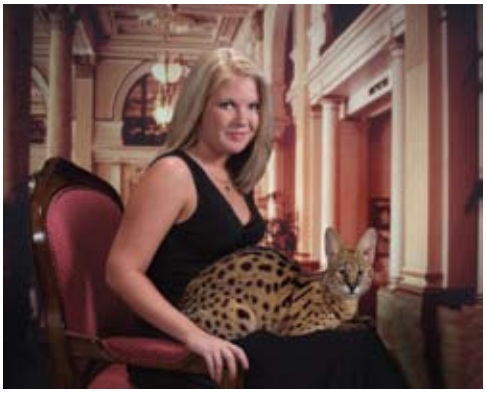
FULL COLOR
Never go unnoticed.™

Jeanne Richardson, Cr. Photog., started her photography business in 1982 when she began taking photographs of clients at her home in Andrews, S.C. and in six months opened a studio - Jeanne Creations Photography.

In 1984, she moved the business to Front Street in historic downtown Georgetown. Then six years later - in 1990 - Jeanne purchased land for a studio building and moved the studio to its present location on Church Street.

The land in the back has become, "The Outback" where she has designed and built many one-of-a-kind props and scenes.

She has been the Executive Secretary of Professional Photographers of South Carolina since the mid-1990s, and is the former president of that group.



Richardson has won numerous awards for her photography and service, including the prestigious National Award for her dedication to the art of photography. She also won the Southeastern Award for outstanding service in South Carolina and the Governor's Award.

Richardson shows people tried and true techniques like suggestive selling to help add major dollars to their bottom line.

Since the beginning of Jeanne's career, high school seniors have been her main focus, and she has now become one of the most widely used non-contract senior portrait photographers in the state.

Attending her program will make SENIORS, your bank.

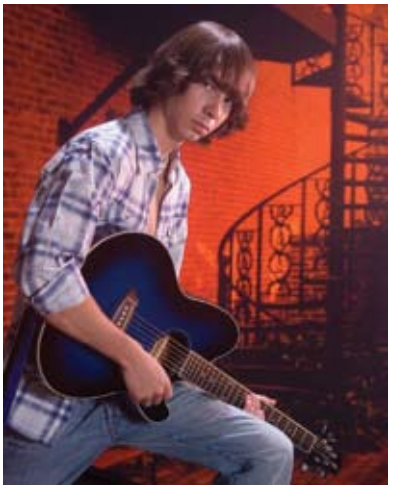
By applying her methods of marketing, you too can become "the most requested" SENIOR photographer in your area.

Her program will include: how to become a senior photographer, how to negotiate a profitable contract with a school and keep most of the profits, how to make each sale paid in full before the order and how to add extra dollars to each SENIOR sale.

Richardson has been a senior photographer for more than 25 years.

Her program contains proven sales techniques that she uses at each sale.

Her marketing begins as the receptionist speaks to clients on the phone and continuing during the session.



She will show you how to "train" your seniors to order bigger.

Each year she has several seniors that order in excess of $6,000. Last year, one senior placed a $17,000 order.

Most of her marketing is new ideas for you to take home and easily be implemented.

Richardson is best known for posing her subjects in non-traditional ways, using dramatic lighting and offering many different backgrounds.

She takes time to consult with each client and help them decide what types and sizes of pictures will best suit their needs.

By filling out an application before their appointment, Jeanne knows the client's purpose for coming into her studio.

She can then make suggestions to the client based on her experience, thus beginning the sales while the client is being photographed.