

PPA'S BUSINESS BREAKTHROUGHS CLASS

Course Number: 36
Level: Advanced



Professional Photographers of America
800-786-6277

Allison Rodgers, Cr.Photog., Bridget Jackson, CPA and guest speaker Amber McAdoo, CP

PPA'S BUSINESS BREAKTHROUGHS CLASS IS COMING TO TEXAS SCHOOL

Can't seem to grow your business? Get the breakthrough you want! Increase your sales. Keep more money. And take back your life.

This Business Breakthroughs workshop is the only comprehensive business class in the industry. It's brought to you by PPA's Studio Management Services (SMS) – the authority on business education. With over 7 years of experience helping thousands of studios just like yours, SMS knows how to help you become financially stronger and more profitable.

Geared toward established studios grossing \$50,000 in annual sales, PPA's 4-day small-group workshop—including a private consultation with a personal mentor—will take you to the next level:

Marketing & Promotions

- What are the most effective means for getting the word out about your studio?
- Who are your ideal clients? What adjustments should you make to attract more of them?
- How can you easily refine your brand and consistently use it on all your promotions?
- Who should you partner with to grow your client base?

Business & Financial Management

- Are you overspending on overhead or employees?
- Is your price list effective?
- How can you implement a price increase and not lose current clients in the process?
- What salary can you realistically expect to earn?
- Are you paying too much in taxes?

Sales & Customer Service

- Does your client experience match your studio's style?
- What can you say to encourage customers to spend more?
- How can you provide higher levels of customer service with no investment?
- What are the tricks to get you comfortable with selling?

Business Breakthroughs includes intense education, hands-on interactive worksheets, and a 1-hour private consultation with both the mentor Allison Rodgers & Bridget Jackson, SMS Manager. You will leave with personalized feedback on your studio's 2011 finances and marketing plans. Together, you'll develop a 2012 financial plan along with customized marketing and sales strategies to help achieve the goals you've set.

Let PPA help you get ahead ... and you will go farther than you ever dreamed.

\$549 fee for class in addition to Texas School tuition.
total for TPPA members \$1044